

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

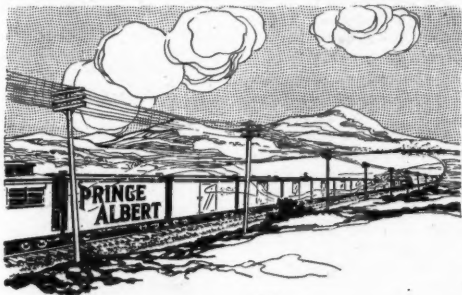
12 West 31st Street, New York City

VOL. XCI

NEW YORK, MAY 13, 1915

No. 7

The State of a Nimble Mind



The first carload of any single brand of tobacco ever sold and shipped at one time as far West as the Rocky Mountains was Prince Albert, bought by the Morey Mercantile Company, of Denver, Colo.

When we began the national advertising of Prince Albert Tobacco, some five years ago, we also conducted a thirteen-week special campaign in Denver dailies.

Why was Denver chosen for this special campaign?

We desired to prove that even with the market already supplied with numerous brands of advertised tobaccos, a demand could quickly be developed for a tobacco of Prince Albert's merits. We chose Colorado because of the well-known open-mindedness of its people. They are not in the habit of buying gold bricks, but they have a reputation for promptly availing themselves of a good thing when it is properly laid before them.

The result of the campaign was a revelation. Compared with Ohio, for instance, these facts came to light:

Colorado's population was less than a million; Ohio's was about four million. Two salesmen were employed in Colorado; seven in Ohio. With four times the population and three and a half times the selling force in Ohio that we had in Colorado, the sales of the two States were practically equal.

A nation-wide newspaper campaign to support the vigorous work being done in national publications quickly followed because of what we had demonstrated in "The State of a Nimble Mind."

The people of Colorado have not settled down into the stultified belief that all good things have been accomplished. They are looking onward and outward. With so prompt a response to an article originating so far beyond her borders, what possibilities for the intelligent advertising, within the State and outside of it, of the State's own enterprises!

(Continued on page 105)

Here Is Your Chance

FARMERS' BIG PROFITS

War Demands, It Is Said, Added \$200,000,000 to Growers' Gains.

CHICAGO, April 18.—Europe's war has enriched Middle West farmers approximately \$200,000,000, the money going chiefly to growers of grains. What speculators have made by the war perhaps never will be known.

A prominent grain merchant said the \$200,000,000 "extra" received by farmers for their bumper wheat, corn and oats crops can be readily accounted for by citing the one instance in regard to prices on cash wheat. He pointed out that wheat now is selling, and has been for months, at from 35 to 50 cents more a bushel than it would have brought but for the war.

New York Sun, April 19, 1915.

Two hundred million—but what's the use? No one can form any conception of what that much *extra* money means.

What we *can* realize is that this amount represents *increased* income to the farmer—a two-hundred-million-dollar raise in salary, so to speak.

* * *

The Standard Farm Papers circulate largely in this great Middle West section where farming is a business and a big business.

Standard Farm Papers are read for the information they carry, year after year, which

helps the farmers put this business on a sounder and more profitable basis.

And the Standard Farm Paper *doesn't* try to hand the farmer of the northern section information applicable to the South or West. Therein lies the strength of Standard Farm Papers.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE FARM PAPERS OF KNOWN
VALUE

The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer

WALLACE C. RICHARDSON, INC.
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.
Western Representatives,
119 W. Madison St.
(Advertising Bldg.), Chicago.

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Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. XCI

NEW YORK, MAY 13, 1915

No. 7

How American Chiclet Worked Out Zone Idea in Selling Gum

Authorized Interview by Charles W. Hurd with

Henry Rowley, President

Of American Chiclet Company, Manufacturers of "Adams' Tutti-Frutti Chewing-Gum," "Yucatan," "Dr. Beeman's," "Black Jack," "Kisme," "California Fruit," "Sen-Sen," "Chiclets," etc., etc.

THERE are two theories about marketing chewing-gum, and one seems to make about as much money as the other for those who hold it. Some manufacturers believe the way to sell chewing-gum is to pick a good brand and develop it into a national institution. The American Chiclet Company, on the contrary, takes the view that different sections of the country have different tastes, and that the way to get and build business is to humor the tastes. As the American Chiclet Company is one of the largest manufacturers of chewing-gum in the world, we may take it there is something in its theory.

The company arrived at its conclusions very naturally. Being a consolidation of other companies, it had on its hands at the start a lot of popular local or sectional brands, with a good will altogether too valuable to be thrown out of the window.

But the territorial theory owes its further development to the man who occupies the president's chair in the company offices in the Metropolitan Tower. Mr. Rowley is by profession a chartered accountant. Factory graduates, sales executives, bankers, lawyers and promoters are common enough in the high places, but accountants—and chartered accountants—despite the undoubted extent of their influence on corporations are, nevertheless, few and far between.

A consolidation must always be

based on compromise, and compromise, of course, makes itself felt in the subsequent policy. How differently would an accountant handle this job of compromise and go about building up a new big policy and methods to get it than a banker- or a lawyer-president would do it? The question has a good deal of interest for the advertising world.

Of course, accountants are not all of a piece. But there must be a definite accountant's way of looking at business, just as there is, although lawyers differ among themselves and can be found on both sides of every known question, a characteristically legal approach to it.

DIVIDENDS GO UP

Mr. Rowley is mainly responsible for putting the \$6,000,000 common stock of the company on a 9 per cent dividend basis within a year after the merger in 1899, 12 per cent in four years, and 18 per cent from 1906 up to 1914. Last year the Sen-Sen Chiclet Company was taken in and a 20 per cent dividend was declared on \$8,000,000 common. How was it done?

There is a little dramatic touch in the story that helps to explain some of the circumstances. Mr. Rowley is an Englishman who took his degree abroad and was professionally engaged there for a number of years. When he came over here he became a member

of the staff of a leading firm of accountants.

One day back in the early nineties Adams & Son, of Brooklyn, the chewing-gum manufacturers, needed an accountant. They had discovered something wrong in the business. They suspected roguery. Mr. Rowley went over to straighten out things and did so. The roguery came to light and with it so many wastes and suggestions for improvement that the firm insisted on keeping the investigator as their accountant.

They were the largest manufacturers in the field at the time, and one of six companies that went into the merger. The field had

habit. Before that the commercial chewing-gum was made of paraffin. Spruce gum was in favor in some sections, but was not widely used. The first chicle to appear in the American market had been brought up from Mexico in 1874 with the idea that it could be substituted for rubber in making wagon or bicycle tires. It failed to secure favor for that purpose.

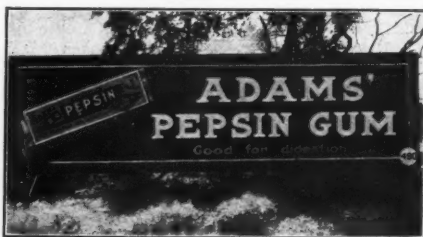
Mr. Adams, however, thought it worth while to experiment with it as a basis for chewing-gum, a possible substitute for paraffin. In this manner he found the secret that made a large fortune for him. Gum-chewing had previously

been almost confined to children and this gum was known as "Adams's Stretching and Snapping Gum No. 4," its snapping and stretching quality being evidently a strong selling point at that time.

Now there is a curious reflection suggested by this introduction of the chicle to the American market as a substitute for rubber, its rejection

by the tire manufacturers and adoption by the chewing-gum houses. Chicle is the gum or sap of a Mexican fruit tree, the sapote. The Mexican natives have used it as a chewing-gum for untold centuries. Years after Thomas Adams had made his experiments and concluded to take a chance with it, it was found in some Spanish archives that Christopher Columbus had reported its use by the natives of the new world for the purpose of allaying thirst when distant from water, and had been granted by the crown a royalty on the sales of it. It seems never to have made any headway on the European continent, nor is there any record of the chewing of any other gum in Europe until its introduction from the United States.

This new gum which was put out by Adams was, in the beginning, an unsweetened and unfla-



TYPICAL OUTDOOR DISPLAY FEATURES NAME AND PACKAGE

been hotly fought over by these and other gum producers and competition had made it expensive for all. It had been the compelling reason for combining, substituting one manager for six, and simplifying the selling machinery. Mr. Rowley, treasurer of the largest company, came normally to the top, at first as secretary and treasurer and general manager and two years ago as president of the consolidated company, which was capitalized at \$6,000,000 common and \$3,000,000 preferred stock.

ADAMS' STORY IS INTERESTING

Adams & Sons Company, as the concern was now styled, put into the merger its Tutti-Frutti and other brands. The house had a history. Thomas Adams, Sr., had been the first chewing-gum manufacturer to use chicle, and thereby lay the basis of a really national

Commencing with the issue of May 26

The Outlook

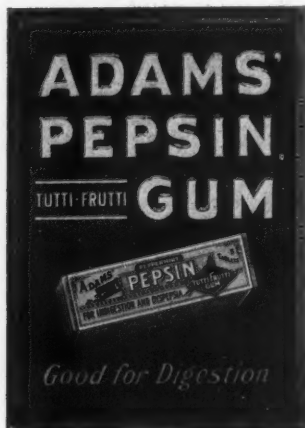
will inaugurate a new service feature entitled

The Department of Industrial Progress

This Department will appear in the advertising section of each Double Number of The Outlook and will constitute a special and valuable service to readers and advertisers alike. It will be educational in character and deal with the many fields of industrial achievement so vital to the commercial success of the country. It will discuss in a broad, human, and constructive manner the development of many of our great National industries. The editor of this Department will take up in order such typical subjects as "The Story of the Motor Truck and What It Has Accomplished;" "Construction Material and Methods;" "Twentieth-Century Office and Store Equipment and How Mankind Has Benefited Therefrom;" "Food Products and Food Values;" "The Story of Textiles," etc. Questions asked by readers bearing on the topics discussed will be answered in this Department, and its fundamental idea will be that of mutual service to advertiser and prospective purchaser.

vored gum. The "snapping and stretching" gum was such an improvement on paraffin gum that other attractions, since added, would doubtless have appeared a good deal like gilding gold and painting the lily. And it still is made, unsweetened and unflavored, for athletes, ball players, etc., who prefer it that way. It is known as "New York gum" and "Sapota," after the name of the tree.

He eventually developed for it



POSTERS PLAY LARGE ROLE IN AMERICAN CHICLE COMPANY PUBLICITY CAMPAIGN

a consumer prize contest with numbered slips in the five-cent packages of gum, one or more of which slips drew prizes of high value, like guns, pianos, etc. This method, of course, soon came up against the lottery law and had to be dropped, but it gave the Adams gum a great boost.

ADAMS' PREMIUM OFFERS

This was from thirty to thirty-five years ago and there was no thought given to space advertising in those days. But Mr. Adams had an alert mind and he did the best he could. He knew the retail dealer was a highly important link in the chain of distribution, and he set out to secure his co-operation by packing in each box of pack-

ages a premium slip for the dealer which read that the return of 25 or 50 of these slips would entitle him to the choice of a large number of articles which were enumerated. If Mr. Adams was not the originator of this premium, as Mr. Rowley believes he may have been, he was at least one of its earliest and liveliest exponents.

Mr. Adams had an idea that this prize contest idea might work with the jobbers' salesmen and he made an offer of gold watches, pins, fans, opera-glasses and similar prizes to salesmen making sales above a certain minimum, the sales to correspond with the jobbers' purchases. After this plan had run on for some time, and many gold watches had been distributed, he found that the jobbers' salesmen were not exerting themselves to increase the sales, but were simply taking the total sales of each house and dividing them up among themselves in such a way that somebody always got a watch or other prize. After that the method was dropped.

Mr. Adams' gift was really a mechanical one. The gum-making process was comparatively simple, and the machinery for it the same. It has, in fact, developed only slightly beyond the first machinery. The real progress has been in the gum-wrapping machinery. Mr. Adams was the first man to interest himself practically in developing such machinery, and he spent thousands of dollars in making a machine that was partially successful, but which he had to leave to younger men to develop fully.

FIRST USER OF TINFOIL ON GUM

"It was one of his firm ideas," said Mr. Rowley, "that chewing-gum should not be handled by anybody except the man who put it in his mouth. He wanted his gum kept fresh and clean. Hence his interest in wrapping machinery. He was probably the first user of tinfoil on chewing-gum. The style of wrapper has not been changed by any of the new processes of wrapping, because they are too valuable as a means of identification to imperil, but the

Casting Pearls Before Swine:

Placing good copy before lazy, listless, slovenly, untidy women is like casting pearls before swine—and *every bit as expensive.*

It is expensive because it costs probably ten times as much to create an impulse to buy in a lazy woman's mind as it does to sell a neat, bright, alert woman.

We want to impress you with the fact that the very nature of NEEDLECRAFT eliminates all possibilities of it reaching any but neat, industrious, home-loving women—women who are just as keen of intellect as they are nimble of fingers, who will readily grasp your selling points and promptly obey the impulse to buy which your copy creates.

Not only is the "lazy" element absent from NEEDLECRAFT's guaranteed circulation of 750,000, but as 90% of it is in towns under 15,000 population, those other two very expensive waste elements, the *unreasonably* rich and the *unreasonably* poor, are eliminated.

Everything about NEEDLECRAFT, from the magazine itself to even the smallest advertisement, is clean cut. View it from every standpoint and it will measure up to *your* idea of what a magazine should be to earn your patronage.

NEEDLECRAFT PUBLISHING CO.

1 MADISON AVENUE

NEW YORK CITY

WILL C. IZOR, *Adv. Manager*

ROBT. B. JOHNSTON, *West. Manager*

1 MADISON AVE., NEW YORK CITY

PEOPLES GAS BUILDING, CHICAGO, ILL.

Member of Audit Bureau of Circulations

change of process has been radical. In the days of hand-wrapping an expert girl would put up 75 to 80 boxes of Yucatan in a day. Now one machine will do 900 boxes in the same time."

The most popular gum that went into the merger was not, however, the Adams brand, but "Yucatan," a brand little known on the Atlantic or Pacific Coast, but much bought in the middle of the country, and the first chicle gum to contain sugar and flavoring. The manufacturers of Yucatan were W. J. White & Son, of Cleveland. White was for a time one of the leading characters of the industry. He had been a poor man before he thought of putting sugar and peppermint into a gum. His wife assisted him to make the gum in the beginning and he sold it about town. That was the start of Yucatan, which gained him an enormous income.

Of course other manufacturers at once followed suit, and put peppermint and sugar into their gums, just as they had quickly changed from paraffin to chicle, after Adams had scored his success.

The next big impetus to the demand for chewing-gum came from an apothecary. Dr. Beeman, also of Cleveland, stimulated by the Yucatan success, conceived the idea of putting pepsin in the gum and claiming digestive merit for it. He had a number of partners, local business men, in the venture. It turned out to be a very profitable idea and all of the other manufacturers copied it.

OTHER HOUSES INCLUDED

Besides these three interests, there were J. P. Primley, of Chicago, manufacturers of "California Fruit"; the Kisme Gum Company, of Louisville, makers of "Kisme" gum, and S. T. Britten & Co., of Toronto, makers of Red Jacket gum. Each of these concerns had also, as did Adams and White, a lot of other less popular brands. And many of the brands had several flavors.

Several years after the merger a controlling interest was secured in the Sen-Sen Chiclet Company, of Maine, which was itself a con-

solidation of other companies. The whole property was taken over by the American Chicle Company last year.

The first big question that loomed up after the first merger had disposed of the duplications of management was what to do with the brands. There were 30 or 40 of them in the six companies. Six or seven of the brands were important dividend-producers, and their previous owners were naturally suspicious of any threatened competition.

"Why kill off any brands?" asked Mr. Rowley, as president and peacemaker. "We will spend our money pushing those that are already first, and let the others fight it out among themselves."

The decision was a recognition of natural conditions. Whether tastes ought or ought not to differ, they at any rate did. There was no one gum that catered to every State and section. Yucatan held the middle of the country. Adams' Tutti-Frutti went around the coast from Maine to Texas and from Texas to Washington, stronger in some places than others. Dr. Beeman's gum had been distributed through drug stores and held most of them the country over. "Kisme" and "Black Jack" were favorites in the North and "California Fruit" in the South and further West.

EACH GUM ITS SECTION

When the sales were charted and studied, it was plain that each gum had its habitat, so to say. All of the company's experience pointed to the conclusion that it would be a relatively easy matter to hold and possibly develop the leader in each territory, but a relatively difficult matter to expand any one of the leaders into other territories and displace the rest.

It might be done, but it would be very expensive. It has been done by a competitive company, though at what cost it is not known.

A recent experience seems to confirm the Chicle company in its judgment, so far as its own products are concerned. One of the

(Continued on page 112)



WHY is it that THE WORLD'S ADVANCE with 150,000 circulation can carry 70 to 80 pages of advertising a month, when older publications with much larger circulations do not carry near that much?

RESULTS—is the answer.

Our advertising fits our readers.

Every man and boy of the one hundred and fifty thousand WORLD'S ADVANCE readers know they will get each month a certain definite kind of reading matter.

They want and they get the latest news in Electricity, Mechanics, Invention and Science written and illustrated in the style that makes THE WORLD'S ADVANCE one of the most interesting as well as informative of magazines.

Advertisers find that these readers, knowing what they want and following the magazine so closely, are the best kind of people to sell to direct by advertising.

We hold our readers by giving them the live editorial matter they want; we hold our advertisers because these readers enable the magazine to produce results.

Forms for July go to press June 1st.

Minimum rate \$128.00 a page



239 Fourth Avenue, New York

W. G. RIDENOUR,
19 So. LaSalle Street, Chicago
Western Representative

Why the "Trade-character"?

Recent Additions to the Big Family of "Advertising Figures" Acquire Quick Popularity

By W. Livingston Larned

"**W**HAT is the tangible value of a trade-mark figure?"

"Is it expedient to use both a trade-mark figure and a trade-mark proper?"

"Will one not tend to clash with the other?"

"Is the public confused by the fact that two symbols are used?"

"How much of the parent trade-mark should be incorporated in the trade-mark figure?"

"Should a trade-mark figure be made 'flexible'; that is, moved around, its poses changed, etc.?"

"With so many trade-mark figures being used, is the public in general confused?"

These questions are asked over and over again by persons who find keen interest in studying this vital phase of modern advertising.

PICTURES HOLD THE MEMORY

One big fact seems to stand out with cameo clearness—we never quite "grow up," any of us. Bright, humorous, whimsical and, sometimes, unconventional things catch and hold our attention. Advertising has been made a great picture-book, brimming over with pretty and attractive pictures. Some illustrate the text, some are educational, some are merely decorative, to make the pages of text less tedious, and trade-mark figures are the *characters* in our wonder-story. Some have very close appeal, others we merely smile upon and—we have our dislikes. We remember them just as we remember Cruikshank's famous wood-cuts for "David Copperfield." Fat, "cocky," beaming Mr. Micawber advertised the quality of optimism and his catchphrase was: "Something is sure to turn up."

Sleek and shrewd Mr. Heep was a literary brand for commercialized humbleness. "After you," would have made a pat phrase for his oily wares. Can't you just see the marketable opportunities

of the "Mr. Dick" Kite? A friend of mine made the statement the other day that he could remember the stories of Dickens through his unfailing memory of the *pictured characters*. "I can piece an entire tale together from the twenty or more illustrations in that particular volume," this gentleman admitted. "It's not until I see the *pictures* of the characters that it all comes back to me."

Catch the significance of that! It's pretty difficult to pin the memory down to one certain specific product when there are oodles of them of an almost identical type on the market.

We heard a woman go into a shop and ask the man for "a package of that cleaner with a German girl on it." Even the simple and very direct name had not sufficiently impressed itself upon her, but she *did* remember that on every can of Old Dutch Cleanser she had seen a "German girl."

You know, although we may not be willing to admit it, a great many people are really primitive. And that's why *some* advertising schemes fall flat. They are too clever—too ingenious, too subtle for "just the ordinary run," and this class is vastly in the majority.

The moment an advertising "idea" becomes involved—the moment a trade-mark character, for example, requires "analysis," or "studying out," its field of usefulness is sadly handicapped. People will *not* "take the trouble" to dig as deep as some resourceful geniuses demand.

TRADE-MARKS DON'T TELL THE STORY

The distinction between the "trade-mark" and the "trade-mark character" is far from delicate. Trade-marks are, as a rule, small and more or less decorative "insignias" of a business. They "tag" the goods. They are really "identification signs." They may be cleverly interwoven initials only, they

"If You Want Your Goods in Philadelphia's Homes— Do as Ivins Did"



Ivins' succeeded largely because they carefully investigated the buying and selling possibilities of Philadelphia, as well as the local newspaper situation.

Ivins' analysis showed that "In Philadelphia nearly everybody reads 'The Bulletin,'" and they made "The Bulletin" the BACKBONE of their Philadelphia advertising campaign.

The RESULT: Most every grocer in and about Philadelphia now sells Ivins' Cakes and Crackers. If you want to get *thorough dealer distribution* and place your goods in most of Philadelphia's 358,129 homes—

"Do As Ivins Did"

Concentrate your advertising in

The Philadelphia

Bulletin

Net paid daily average for April

356,814 Copies
a Day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher, City Hall Square, Philadelphia

**Win and hold the Philadelphia market
the way the Ivins Bakery did.**

may be shrewdly coined words, embellished and given distinctive character; they may be faces, copies of paintings, odd shapes with no lettering whatsoever. They may be a curled plume or the head of an animal—almost anything fancy dictates. Their value lies, as a matter of fact, not so much in *what* they are as in how steadfastly used and how well protected from infringement.

Tiffany might have used the mark of the left hind foot of a timber wolf as a trade-mark and made it just as valuable. Gorham could have given proper prestige to the tail feathers of a penguin—it's the valid, protected *use*, day in and day out, that gives the trade-mark its deep significance.

But once a trade-mark proper is decided upon and used, it may not be tampered with, changed, or "switched" about. It becomes almost a sacred business asset. A wise manufacturer would as soon think of changing the formulæ of his goods. Trade-marks should be in the majority of cases so simple and straightforward as to be *stamped or printed* on every piece put out by the manufacturer. And the frequency with which this is done militates against the use of complex schemes, fussed-up and furbelowed with non-essential detail. Once in a while a firm will adopt a burdensome, congested trade-mark, cluttered with weirdly wonderful decoration. Inquiry will doubtless develop the painful fact that if he had it all to do over again Mr. Manufacturer would select some dignified and direct design.

You see, trade-mark symbols are

not fitted for "telling a story." They may mean a great deal to the man who planned them or to the individual members of an organization, but the public can scarcely be expected to dissect these mysterious picture-puzzles. The public, however, *does* respect them and *profit* by them and *order* goods *because* of them, once constant repetition has made a certain trade-mark an identification-tag of quality, dependability and all those other highly desirable items.

The trade-mark character, because of its very nature, possesses "human interest"—it begins to take on the "form" and "spirit" of life. It is, indeed, a "personality."

Despite the fact that many such figures are "stationary"—are never changed in the slightest way, as, say, in the case of the Old Dutch Cleanser character, they *still* possess the charm of "humanization," if we may use that term. That industrious, busy, thrifty little Dutch girl simply *can't* be forgotten. She is admirable, too, because in conjunction with the phrase "chases dirt" she assists in telling the advertiser's story. She is, literally, an "ad in herself."

On the other hand, Goldie and Dust, twin patrons of the house-cleaning art, done in ebony, are seldom seen twice in the same pose. They are inveterate workers, these little chaps. The fact that their poses change does not argue against their immediate recognition. They represent the most plastic and commendable form of the "elastic trade-mark figure"—can be made to do anything—anywhere and under all possible conditions.



SOME OF THE HAPPY TRADE-CHARACTERS

The second Fairbank company internationally known trade-mark character is the "Little Fairy," she of the serene countenance, angelic expression, bunch of violets and the throne upon a cake of oval soap. The "Little Fairy" creation is *never* changed. The company has under lock and key what they all consider the very finest possible "copy" for this quaint little character. It is a highly retouched photographic copy of the famous Paleologue original, done in pastels. When the Fairy trade-mark is to appear in an ad, or a street-car card, or a poster, this "censored" copy is used that there may not be the slightest difference in the faces, color-values, etc., in the various pieces of advertising matter.

The writer can state as a positive fact that color-plates for a certain important back-page, standard magazine advertisement, women's publications, was made over six times because of slight discrepancies in the reproduction of the Little Fairy. The contour of the face, tinting of lips, shade of hair, apparently insignificant details, must all "match up" with the well-nigh sacred "original."

In this case the trade-mark character is virtually a "trade-mark." It is not conceivable that Fairbank's signature in tight little distinctive brackets could be one whit less valuable because of the character used in conjunction with the advertising. They *should* and *do* work in hearty co-operation, one helping the other.

A trade-mark character is a

means of creating human interest—of pinning the public mind down to sales talk, products, etc.—of giving "atmosphere" to a campaign and of "holding the attention," as it were. A trade-mark symbol is a more or less technical mark of manufacture.

WHAT SOME OF THE "CHARACTERS" REPRESENT

Each trade-mark figure has its rather unusual history, and some of these stories are surprisingly unique. "Brown's Mule" is the name of a very popular cheap tobacco sold throughout the South. Now if there is one thing the "cracker" and the negro knows, it's Mr. Mule. One of the most successful poster campaigns ever issued was that which featured a trade-mark mule in all sorts of quaintly humorous ways. It is to be doubted whether any other one animated object could have so surely won its peculiar audience. "Brown's Mule" tobacco is in everyone's mouth in more than a single sense, and the popularity of that comedy animal deserves a fat share of the reward.

Carter's Ink has its own trade-mark symbol. The Carter's "Inx" are beloved of the trade. I was in a little Florida town stationery store not long ago and the proprietor told me that he had sold more Carter's ink since the advent of the humanized bottles than ever before in his memory.

The various automobile tire concerns have double distinction in the way of official trade-marks.

(Continued on page 17)



THAT COME TROOPING THROUGH THE ADS

The Los Angeles Story at a Glance

THE chart printed here shows more plainly than words the growth of the Los Angeles Sunday EXAMINER'S circulation.

Study this chart. Note that the Sunday EXAMINER has a net paid circulation larger by thousands than that of the next newspaper, and larger than the COMBINED circulation of all the contemporary Los Angeles Sunday newspapers.

Note the wonderful growth of the Sunday EXAMINER circulation year by year; a growth much greater than that of any other newspaper.

When you talk through your advertising to this

vast audience you have these satisfying assurances:

That your selling story is being told to Southern California's most responsive readers—and that they have both the means and inclination to buy.

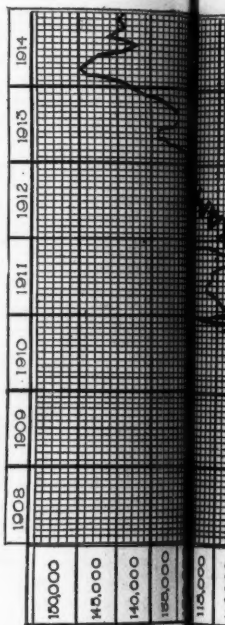
That you are buying "NET PAID" circulation and that means **NET PROFITS**—full value for your every advertising dollar.

That you are reaching the largest number of homes it is possible to reach through any Los Angeles newspaper and at by far the lowest rate per thousand circulation. The EXAMINER, Daily and Sunday, is almost wholly carrier-delivered.

**Facts to Consider
When Placing
Advertising:**

Sunday EXAMINER

year.



**And Remember
Also, Mr.
Advertiser:**

That the best advertisement is the one that is delivered to the circulation you are getting the most for.

When Placing Advertising:

Sunday Examiner
year.

A gain every 18 months
as large as next paper
made in seven years.

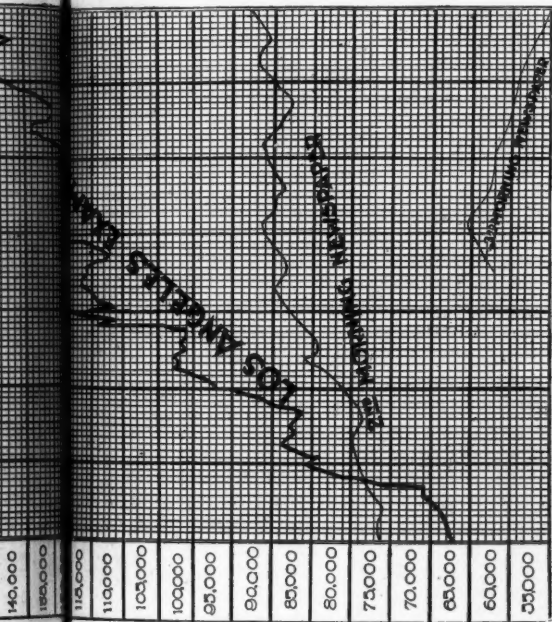
The Sunday Examiner
is so vastly superior
that the reading public
would no more do with-
out it than they would
Sunday morning break-
fast, and the circula-
tion figures prove it.

Also, Mr. Advertiser:

That the best adver-
tising is the one that
livered circulation,
you are getting the
best advertising your
money can purchase.

—That you want the
most actual results,
and that the largest cir-
culation, Examiner
circulation, will pro-
duce them.

It has two greatest
news services in the
world — the Interna-
tional News and the
Associated Press.
From Bagdad to Bev-
erly Hills the world is
combed for events
great and small.



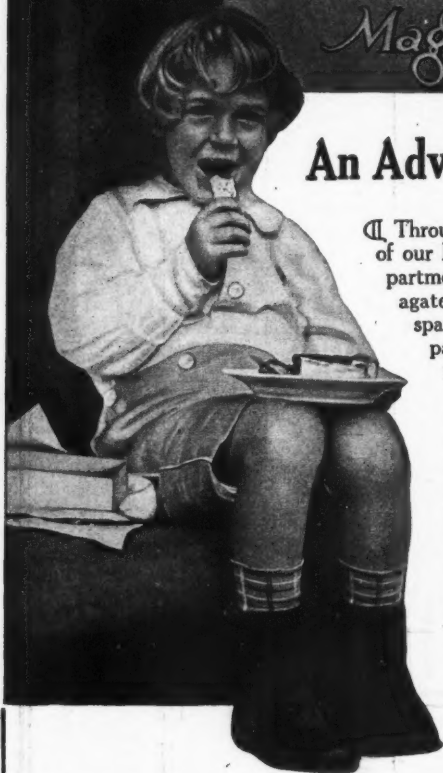
**Los Angeles EXAMINER advertising is the surest, safest and most
positive means of increasing your business and multiplying your profits**

M. D. Hunton, Eastern Representative
880 Fifth Ave., New York

W. H. Wilson, Western Representative
Hearst Building, Chicago

Good Housekeeping Magazine

May 1911
15 Cent



An Advance Step

¶ Through the co-operation of our Dealers' Service Department, over 800,000 square lines of newspaper space was bought and paid for last month by retailers in identifying themselves as handlers of goods nationally advertised in *Good Housekeeping Magazine*,

¶ We rightly point with satisfaction to the fundamental soundness and strength of *Good Housekeeping Magazine*, which has made this accomplishment possible,

¶ But of still broader interest, we recognize it is because consumer and retailer *alike* are placing upon it the same identical interpretation—service.

¶ If magazine advertising is growing more and more efficient, and it is, it is because consumer and retailer *alike* are placing upon it the same identical interpretation—service.

NEW YORK

WASHINGTON

BOSTON

CHICAGO

C. Henry Hathaway, Ado. Mgr.

Many of them have distinctive lettering of the name itself, which remains standard always, and is displayed in every piece of advertising matter—have a more compact trade-mark proper and finally, the tread itself is sufficiently distinctive to be memorized by a very busy public. Notwithstanding this, however, several of the large national rubber companies have very recently introduced to us trade-mark figures. Surely you have met that grand old veteran of the long-whiskered brigade, Mr. E. Normous Mileage, representing Republic Tires. Mr. Mileage is not exactly typical of the twentieth century, and his whiskers would make mighty poor roadbed, but the garage fellers all over the country think Old Man Mileage is the Abe Lincoln of the tire business, and whether we sympathize with him or not, we can't possibly forget him. As some flippant gentleman has remarked, "When you think of whiskers, think of Republic Tires."

A "SLEEK" CHARACTER

Not to be outdone by this stroke of eccentric genius, the Diamond Tire folks parted the advertising curtains and shoved little Willie Squeegie into the limelight. Squeegie is all "class." Originally, he must have emanated from that dim and mysterious realm that Alice found on the other side of the looking-glass. One of him was made and the mould broken. With fine and sleek complacency he squats atop the Diamond Safety Tread, under a busted umbrella. Once more you may turn up your nose and remark, professionally, that the original Diamond trade-mark, Diamond trade-mark lettering and individual Diamond tread were quite good enough for publicity purposes, but if you'll jump in your runabout and stop off at about three hundred garages, as the writer did two weeks ago in three Southern States, you will find some of your fancy little pet theories knocked into a cocked hat. Every man in the automobile business knows Squeegie well enough to come up from behind and slap him on the back. During these war times it is very doubt-

ful whether public interest could be aroused in a trade-mark symbol or even a fiendishly clever arrangement of lettering. But those twin brothers of sales argument, Messrs. Mileage and Squeegie, have walked arm in arm down through the hot, dusty highways of the old South and everything goes to show that they're almost as popular as Bunny or "Billy" Sunday.

Grandmother's grandmother was as familiar with the Hire's Root Beer bottle and distinctive style of lettering as we are of this generation, but we recommend your attention to the unusual and breezy impetuous impetus that has been given the recent publicity of this account by the introduction of no less a popular personage than Josh Slinger. Peter Newell, the well-known illustrator, created Josh after a \$500 prize for the best name for a trade-mark character for Hire's had been won by T. H. Warren, of Philadelphia. Josh will doubtless do more to win fresh patrons than all of the straight decorative trade-marks the firm can scrape together during a long and successful business career. His immaculate white-coated optimism is already an epidemic, and one of the favorite Florida drinks is spectacularly dubbed the "Josh Slinger."

And so it goes straight through an ever-increasing volume of modern advertising—trade-mark figures as silent salesmen going out to the four corners of the globe, with their sample trunks and their shrewd knowledge of human nature. Somebody asked the other day: "But aren't there too many of these trade-mark figures?" But as our old friend "Velvet Joe" might say: "Hit's er pow'ful big worl', an' there's allus' room fo' one mo', providin' thet one is tofable sociable."

Foster & Kleiser Enter San Francisco

The outdoor advertising plant in San Francisco formerly owned by the J. Charles Green Company has been purchased by Foster & Kleiser, who also control outdoor advertising plants in Seattle, Portland, Tacoma and Bellingham.

“What Is Wrong With It?”

An Artist Tells Why Some Illustrations, Advertisements and Buildings Are an Aggravation to the Eye

By J. M. Campbell

SOME time since I spent an evening with one of the best-known decorative artists in the United States.

After dinner the talk turned on commercial art. Mr. W— had very decided opinions on the subject.

“The trouble with most advertising men,” said he, “is that they

why you like one drawing and don't like another?”

“No,” said I.

“Then I'll tell you,” he continued. And on the back and front and inside pages of a menu card he made more than a dozen rough sketches in pencil.

“Here,” he began, “are three vases.” (See Figs. 1, 2 and 3.)



FIG. 1



FIG. 2



FIG. 3

A STUDY IN LINES—WHICH ARE ARTISTICALLY RIGHT?

know nothing about art. They know what they like and what they don't like. But they don't know why.

“You are a representative advertising man. But you've never studied art. You buy a great many illustrations in the course of a year. You use some of them because you like them; some of them you don't use, because you don't like them. Do you know

“No. 1 has a long neck and a short body. One's eye rests on the neck rather than on the body, because it—the neck—is the vase's dominant feature. A design of this kind appeals to the eye—it is restful.

“No. 2 has a small neck and a big body. One's eye rests on the body—it is the dominant feature. The design pleases because it is restful.



FIG. 4

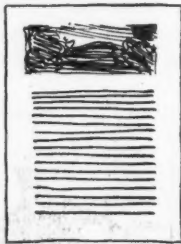


FIG. 5

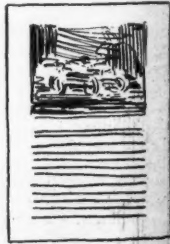


FIG. 6

RIGHT AND WRONG POSITION OF CUTS ON PRINTED PAGE

"No. 3 has a medium-sized neck and a medium-sized body. The eye 'flickers' from neck to body and from body to neck. It is distracted. The design is bad, because it is not restful.

"Consider, now, these three advertisements," continued Mr. W—, sketching out Figs. 4, 5 and 6.

"Nos. 4 and 5 impress the eye agreeably—one because the illustration dominates and the type is subservient; the other for the same reasons, reversed.

"No. 6 is stiff. Illustration and text are of about the same size.

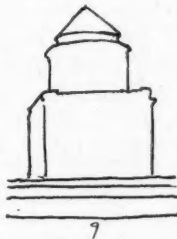
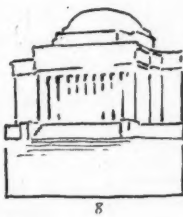
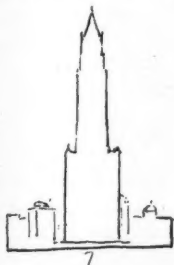
The eye flickers from one to the other and back again. Do you follow me?"

"Yes," I said.

"Now, let us apply these principles to architecture," he went on. "Look at these," drawing Figs. 7, 8 and 9.

"No. 7 is the Woolworth Building—high tower (neck), small base (body). An architectural triumph! Why? Because the eye goes straight to the tower.

"No. 8 is the Library of Columbia University—small dome (neck), large base (body). Another triumph! Why? Because



the eye goes straight to the body.

"No. 9 is Grant's Tomb. Dome (neck) and base (body) about same size. The eye is distracted. Result: An architectural failure.

"Take paintings—landscapes or marines," he said, sketching Figs. 10, 11 and 12.

"No. 10 is a variation of vase design No. 1. It is primarily a skyscape. The land in the foreground is merely incidental. One's eye rests gratefully on the sky. It dominates. The picture appeals.

"No. 11 is a variation of vase design No. 2. It is good. No. 12 is of both sea and sky. The eye, not knowing which to rest on, is disturbed. The picture is stiff. Am I boring you?"

"Not on your life," I assured him. "I'll sit here until breakfast if you will only keep on."

"Good! You see, don't you, that the big thing to be observed in creating a picture, a building or an advertisement is that it shall not be stiff. It must not 'square up'! Take these three examples—portraits!" roughly outlining Figs. 13, 14 and 15.

"This one—No. 13—is good. So is No. 14. No. 15 is bad. It is what you advertising men call 'balanced.' See?"

I saw. Then we went to the theater.

To Market Automobile Accessory

W. A. Somerville, formerly advertising manager of the Rapid Motor Vehicle Company, and the Stromberg Motor Devices Company, has organized the Somerville Special Agency to market a new electric automobile starter.

A New Fiction Magazine

The Parisienne is the name of a new monthly fiction magazine, published by the Les Boulevards Publishing Company, of New York. The first issue will be July. E. F. Warner is president and secretary of the company.

Passaic, N. J., "Herald" Appoints Foreign Representative

Frank A. Northrup, newspaper representative in New York and Chicago, has been placed in charge of the foreign advertising of the Passaic, N. J., *Herald*.

Lost on the "Lusitania"

John Harvey Page, vice-president of the Mark Cross Company, came to his death on board the steamship *Lusitania*. Elbert Hubbard, the East Aurora publisher, is another of those not saved, who was well known to many advertising men.

Herbert S. Stone, who was not saved, was the son of Melville E. Stone, and founder of the *House Beautiful*.

Wm. D. Nugent With Boston "Journal"

Wm. D. Nugent, who resigned recently from the advertising management of the Boston *American*, has been appointed to a similar position with the Boston *Journal*. Mr. Nugent was for seven years New York representative and advertising manager of the Philadelphia *Record*.

New Toledo Agency

Martin V. Kelley, formerly vice-president of the Chas. H. Fuller Company, has taken over the Toledo, Ohio, branch of the Fuller agency and established a separate business. The Martin V. Kelley Company will be the name of the new concern, which begins business as of June first.

Col. Harvey Resigns as President of Harper & Bros.

Col. George Harvey has resigned the presidency of Harper & Bros., and will retire from the company May 15. He will devote himself to the *North American Review*, which he has edited for a number of years.

Kehler Becomes Vice-President of Lord & Thomas

James Howard Kehler, of the James Howard Kehler Company, Chicago and New York, announces that he retired from business on May 1 to become vice-president of Lord & Thomas.

President of Beers Agency Moves to New York

L. Maclean Beers, president of the Beers Advertising Agency, Havana, Cuba, will make his headquarters in New York in the future, and direct the New York branch in person.

Carlisle N. Greig With Cusack

Carlisle N. Greig, for the past three years with the George Batten Company, will enter the sales department of the Thomas Cusack Company June 1.

Coan & Buckman, Chicago, have been appointed Western advertising representatives of *Le Bon Ton*, New York.

The Engineering and Mining Journal, established 1866—the metal mining paper—goes to mine managers, superintendents, mine owners, mining engineers and metallurgists, 10,000.

Engineering News, established 1874—the engineering-contracting paper. Pre-eminent in this field—the largest circulation at almost double the subscription price of any other paper, 22,000.

American Machinist, established 1877—the machinery construction paper—international in scope, published weekly here, weekly in Great Britain, bi-weekly in Germany, 24,000.

Power, established 1880. It goes to the men who run the power plants. The only weekly in the field, 30,000.

Coal Age, 1911. Only established four years and already the leading paper in the coal-mining field, 10,000.

All members of A. B. C.

"A technical paper should be the air scout of the business it tries to serve. The men engaged actively in the business of, say, mining, are too busy to travel or correspond with many of their colleagues—the technical paper does that. It should be a clearing house of ideas for the improvement of the business as a whole, an arena for free, frank discussion of all important subjects—the editor presides, he is a judge not a dictator.

"A technical paper that does not teach its readers how to do things in their particular line, better, cheaper or faster, has no excuse to live."

John A. Hill—

From a lecture delivered before a class in the Forum of Industrial Journalism of the University of New York.

It is because the five Hill Engineering Weeklies are built as closely as possible to this ideal that they are a success from the subscriber's standpoint—and from the advertiser's.

Hill Publishing Company
10th Avenue and 36th Street
New York City

SIXTY!

One of the first things everybody was taught was that "sixty seconds make one minute," and "sixty minutes make an hour."

Sixty represents something!

Every day a watch ticks 86,400 times—in a year it ticks 31,536,000.

The NEW YORK AMERICAN is read 332,000 times a day, 121,180,000 times a year.

This represents only the actual buyers of the paper.

How many read it is conjecture—but, since a newspaper's circulation represents one buyer to every five inhabitants, it is conservative to say that at least two persons read every copy of a newspaper that is sold.

The buyers of the NEW YORK AMERICAN, Daily and Sunday, represent ONE-SIXTIETH of all of the buyers of newspapers in the United States.

It is one tick of the reading public's watch. All of the other newspapers in the land represent fifty-nine ticks.

It is something to be a representative of so big a thing as the SIXTIETH of this country.

Business men should take into account the value of having their advertisements appear where at least 664,000 pair of eyes have a chance to read them.

Particularly should they consider the cost of reaching such a wonderful constituency of readers.

It is so small an amount per reader that it is ridiculous when you come to think of it.

If you spend as much as \$332 per day, it will cost you only ONE TENTH OF A CENT PER BUYER of the paper.

If you spend as little as \$33.20 per day, it will cost you only ONE HUNDREDTH OF A CENT PER BUYER.

And whether you spend \$332 per day or \$33.20 per day, or less, you are welcome to the advertising columns of the NEW YORK AMERICAN, and you will be accorded the same privileges and the same treatment.

Your advertisement will reach every reader of the paper. It will not fail to give you a return for your money.

Have a NEW YORK AMERICAN representative call to see you. A telegram from out of town will meet with immediate response—ditto a telephone—2000 Beekman.

NEW YORK AMERICAN

DAILY and SUNDAY

Member Audit Bureau of Circulations

Marketing an Accessory

How the Appeal to the Consumer Has Been Focused in the Campaign for Gray & Davis Starting-Lighting System for Ford Cars

By Clarence O. Sacks

Advertising Manager, Gray & Davis, Inc., Boston, Mass.

IN 1900 a young inventor, who happened to be an enterprising business man as well, walked into a New York advertising agency, carrying a small, brass instrument, resembling a clock. He had produced a device for computing the speed of horseless vehicles, wanted to advertise it, and had ample funds for the purpose. The agency courteously declined the account on the ground that it was an impracticable advertising proposition "with no available market."

Coming down to the year 1914, we find that manufacturers of automobile accessory equipment purchased space to the extent of over a half-million lines in twenty-five publications alone, *not including* large news and farm-paper campaigns, nor the export and trade journals. Of the total, tires are included as accessories.

These entirely different conditions emphasize a phenomenal development in fourteen years, a growth unequalled in the annals of advertising.

How the demand was established; the courage of certain manufacturers in exploiting something they could not sell to owners; the impression of this advertising on car-builders; the dealer influence; the problems met with and successfully solved, present elements of interest not always to be found in other lines of commercial endeavor.

AT FIRST CONSIDERED A FAD

To properly encompass the subject, it is necessary to refer to the early situation. In 1900 automobiles were considered an ephemeral fad, intended for the exclusive use of the very rich. There were not many cars in service and but few purchasers. Among the then existing automobiles, the steam and electric vehicle predominated for the reason that the internal-combustion or gasoline


engine had not come into its own.

Hence, so-called accessories were confined largely to steam-gauges, lubricants, asbestos packing, bulb-horns, etc. Dealers who were handling bicycle sundries dealt in these special fittings, but merely as a side-line. The real accessory industry, and its advertising, were yet to be born.

Consequently early copy was placed in a hit-or-miss fashion, because the business of making and selling motor-car equipment

**Your
FORD**

* Start it by a light touch to a pedal



* Flood the road ahead with electric light. A turn of the switch does it. /

At a month's age, after 2 years study of Ford requirements, we announced the complete Gray and Davis System for Ford Cars. Can be attached in a few hours to any new or used Model T. Price complete, FOB Boston - **\$75.** See it at the Show, Boston, C-26, child floor.

GRAY & DAVIS
STARTING - LIGHTING SYSTEM

EVEN IN THIS EARLY COPY PRESTIGE OF THE HOUSE PLAYED IMPORTANT PART

had not found itself. In the course of time the whole trend has completely changed. To-day, accessory merchandising has resolved itself into a business science. With few exceptions, copy, media, and results undoubtedly rank with successful campaigns in any other industry.

In planning an accessory campaign there are three general methods of appeal:

- 1st—To the consumer.
- 2nd—To the car manufacturer through the consumer.
- 3rd—To the car manufacturer and his engineers direct.

In this article we will consider the subject of advertising to the consumer, beginning at that period in the progress of the gasoline automobile, when improved ignition, lamps, speedometers, etc., began to make their appearance. Companies which had been engaged in building bicycle parts and tires, carriage parts, etc., likewise entered the automobile field, and so the real advertising of accessories had its inception.

At first the man who built equipment endeavored to market his product direct to the consumer and was content with retail sales and haphazard methods, principally for the reason that the automobile manufacturers declined to add to the then excessive cost of their cars, and delivered to the customer a chassis and body minus the improved facilities which are now so common.

In those days the underlying advertising thought was practically the same as it is now; i. e., an appeal to increase efficiency, add convenience, and "to buy the better article." Some accessories have come to be regarded as necessities, and it is here that the advertising battle has been most fiercely fought.

WHY GENERAL CIRCULATION IS VALUED

A dozen years ago it was considered essential to use "class" periodicals perused by wealthy readers. We were continually confronted by the bug-a-boo "waste

circulation." This was the correct attitude then, because all automobiles were relatively high in price. The same reasoning still applies to the \$4,000 and \$5,000 car of this day. But as the average accessory is available for use on all grades of automobiles, irrespective of price, any limitation to "class circulation" should be entirely disregarded by the accessory advertiser.


I entertain the theory that almost everybody "hopes" to own an automobile, and that automobile will need accessories. This is especially true now that serviceable automobiles can be purchased as low as \$395. The clerk of today is to-morrow's executive. The present business woman may be the wife of a moneyed man in less than a month. And this vast multitude have the ambition to possess a car. Let us talk to them as well as the "live prospect" of the hour. Let us formulate, if we can, their choice in selection. Create a great national impulse so that the newsboy, if you please, will subconsciously feel that such-and-such an accessory is pre-eminent.

I believe in placing the story before the masses, "the plain people," for you can quickly compute the number of "class" or very high-priced cars sold each year. The

percentage is naturally small as compared with the enormous production of moderate-priced automobiles and here is where the great, big, equipment market is to be found.

A PERIOD OF GROPING

In the early days, most of us groped around in the dark, seeking a well-defined path to follow.



FORD OWNERS
—be safe at the crossings

YOU know the "unlabeled" danger as a dangerous, provoking annoyance—but do you realize that as soon as it may become an actual menace to life?

Use the unlabeled or unlabeled parts from our stores and you are safe and sound. Accident insurance companies have proved this fact.

Further, these accessories are given by a leading, reliable, and reputable manufacturer, where they are not of quality, but of safety. You are safe in the use of a "labeled" part of the car.

You can hardly afford to miss the safety of a Gray & Davis Starting-Lighting System and add to your Ford Car—and the system costs but \$75 complete.

With a new Ford car, you are getting on a path to your safety. "Safety" is the most important thing you can get for your car.

In this small, few things you are getting on a path to your safety. "Safety" is the most important thing you can get for your car.

At night, add to the safety of the car the Gray & Davis Starting-Lighting System and you will realize the true meaning of the accessories.

It means every Gray & Davis accessory built up to completely a driver and safety of control. It will make the car safe. The maintenance cost is sure to make a year. It is sure to be a safety.

Your local supply man can save money for you. He will deliver the system direct.

GRAY & DAVIS
STARTING-LIGHTING SYSTEM
FOR FORD CARS

From complete **\$75** F.O.B. Boston

Special Lamp
If you have a car with a head lamp, you can get a Gray & Davis Starting-Lighting System and add to your Ford Car—and the system costs but \$75 complete.

Gray & Davis, Inc., Boston, Mass.

OUTLINES WHERE THE SYSTEM WILL BENEFIT BUYERS

Collier's has gained over 115,000 in circulation since April, 1914. The advertising revenue for April, 1915, shows an increase of \$51,369 over April, 1914, and the gain in lines carried during April amounts to 7,993.

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr

COLLIER'S CIRCULATION
ISSUE OF APRIL 17TH.

Press Run.....	865,050
Gross	864,845
Net	850,279
Net Paid.....	889,952
Member A. B. C. and Quoin Club	

"Why France Fights On."
Senator Beveridge's seventh War article is in the May 22nd issue of Collier's.

There were no established precedents. But this uncertainty no longer exists. We know what to do and we know how to do it, and I shall outline, herewith, a plan for merchandising an accessory which may be regarded as correct in principle, although minor details, of course, would be subject to alteration to meet conditions and the product.

For example: We will consider

least five hundred thousand.

There were open to us two methods for marketing this system: i.e., to Ford owners direct; through Ford agents, supply dealers, garages, etc.

The first method is impracticable because of the enormous detail involved in handling such business and also because the nature of the product requires the assistance of good mechanics or trained automobile men to install.


A HAND-PICKED LIST OF JOBBERS

Therefore, we decided to sell through the agents and dealers. As there are approximately 5,000 Ford agents and over 15,000 reputable supply men, the number of accounts to be carried on our books presented another difficulty. So we brought together 35 representative jobbers in supplies, to act as our distributors, each being assigned to restricted territory. These concerns in turn sell to owners or through agents, dealers, etc.

To enlist the services of these men, a representative of Gray & Davis made two tours of the United States, lining up high-class companies, a group of excellent business organizations, with which we consider it

a privilege to do business.

The distributors being properly adjusted, the next step was to inform the automobile trade of the new system, its advantages, its salability, and the opportunities awaiting the dealer. To accomplish this, page advertisements were inserted in the automobile journals. We received exactly 2,732 replies to the first series of trade ads. This remarkable return



FOR Ford CARS

GRAY & DAVIS

STARTING - LIGHTING SYSTEM

Price Complete, **\$75** (F. O. B. Boston)


Long ago we realized the wide demand among Ford owners for electric starting-lighting equipment—providing a system of proved reliability could be obtained at a moderate price.

For nearly two years the Gray & Davis engineers have been engaged in studying the requirements of the Ford car. Exhaustive experiments and months of careful testing were part of the development of this system.

The result is a powerful, dependable starting-lighting device—a typical Gray & Davis System—identical in material and workmanship with systems found on expensive automobiles.

As is well known, Gray & Davis starting-lighting systems are carried as standard equipment on leading American cars in every price class up to \$4,000 and over. These systems have been time-tested and time-proven and the equipment we now offer Ford owners equals this same high standard.

The Ford system is simple, compact, light in weight, and can quickly and easily be installed on any Model T. A 6-volt battery, battery box, indicator, switches, wiring and all necessary connections are included. The complete equipment ready for installation is furnished for \$75 (F. O. B. Boston). Any garage, machine shop or owner with mechanical ability can install the system in a few hours.



How it works

—You can easily recognize the convenience, safety and service this system adds to the present splendid service of your Ford, when you realize that

—it saves the expense of cranking a cold

—it eliminates the danger of hand-cranking and back strain

—it saves a switch the cost of a Ford's with bellows, adjustable electric light

—it saves the "dead" engine

—it starts you smoothly, quietly, powerfully—saves you what a Ford owner's car each month

—it brings the convenience of an over car to your side and dashboard

In these extra-services the Gray & Davis system quickly repays its cost.

How to Purchase

Write to get a list of our distributors. You will receive our dealer's name and address for you to refer to in making your purchase. We will also send you a list of our distributors. You will naturally wish to keep all about this equipment.

Write to us for a list of our distributors. We will send you a list of our distributors. We will also send you a list of our distributors. We will also send you a list of our distributors.

DISTRIBUTORS

Atlanta, Ga. — Allen & Sons Baltimore, Md. — J. B. & Co. Boston, Mass. — J. B. & Co. Buffalo, N. Y. — J. B. & Co. Chicago, Ill. — J. B. & Co. Cincinnati, O. — J. B. & Co. Cleveland, O. — J. B. & Co. Dallas, Tex. — J. B. & Co. Denver, Colo. — J. B. & Co. Detroit, Mich. — J. B. & Co. El Paso, Tex. — J. B. & Co. Evansville, Ind. — J. B. & Co. Fort Worth, Tex. — J. B. & Co. Galveston, Tex. — J. B. & Co. Hartford, Conn. — J. B. & Co. Houston, Tex. — J. B. & Co. Indianapolis, Ind. — J. B. & Co. Jacksonville, Fla. — J. B. & Co. Kansas City, Mo. — J. B. & Co. Knoxville, Tenn. — J. B. & Co. Louisville, Ky. — J. B. & Co. Memphis, Tenn. — J. B. & Co. Miami, Fla. — J. B. & Co. Milwaukee, Wis. — J. B. & Co. Minneapolis, Minn. — J. B. & Co. Mobile, Ala. — J. B. & Co. New Orleans, La. — J. B. & Co. New York, N. Y. — J. B. & Co. Norfolk, Va. — J. B. & Co. Omaha, Neb. — J. B. & Co. Philadelphia, Pa. — J. B. & Co. Portland, Ore. — J. B. & Co. Richmond, Va. — J. B. & Co. St. Louis, Mo. — J. B. & Co. St. Paul, Minn. — J. B. & Co. San Antonio, Tex. — J. B. & Co. San Diego, Cal. — J. B. & Co. San Francisco, Cal. — J. B. & Co. Seattle, Wash. — J. B. & Co. Springfield, Ill. — J. B. & Co. Tampa, Fla. — J. B. & Co. Toledo, Ohio — J. B. & Co. Union City, N. J. — J. B. & Co. Washington, D. C. — J. B. & Co. Wichita, Kan. — J. B. & Co.	Portland, Ore. — J. B. & Co. Richmond, Va. — J. B. & Co. St. Louis, Mo. — J. B. & Co. St. Paul, Minn. — J. B. & Co. San Antonio, Tex. — J. B. & Co. San Diego, Cal. — J. B. & Co. San Francisco, Cal. — J. B. & Co. Seattle, Wash. — J. B. & Co. Springfield, Ill. — J. B. & Co. Tampa, Fla. — J. B. & Co. Toledo, Ohio — J. B. & Co. Union City, N. J. — J. B. & Co. Washington, D. C. — J. B. & Co. Wichita, Kan. — J. B. & Co.
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GRAY & DAVIS, Inc., BOSTON, MASS.

CONSUMER ADVERTISING, DIRECTING SUPPLY MEN TO JOBBERS

the marketing of the Gray & Davis starting-lighting system for Ford cars, because it is strictly a *consumer proposition*, and has not been adopted by the Ford Motor Company as standard equipment.

The system consists of a motor-generator, which cranks the engine and furnishes current for electric lamps. It retails for \$75 complete, can be quickly installed, and available purchasers number at

was not due to particularly good copy, but was the cumulative effect of years of *advertising*, the association of our firm name with high-class electric equipment.

Dealers, etc., receive descriptive literature, terms, etc., and are referred to the distributor covering their territory. Each distributor is furnished with a daily list of dealers who show interest, and each individual inquiry is followed to its source.

After due repetition of the first trade announcements, it was assumed that dealers, supply men, etc., were thoroughly informed as to the merits of the new system for Ford cars. Then followed the consumer campaign.

The general list comprised the national weeklies, using page copy once each month. In a popular mechanical medium double spreads were inserted.

A plan of the proposed campaign, specimen advertisements, etc., were sent to distributors and each became thoroughly familiar

with what we were doing and intended to do. These facts in turn were given to their salesmen.

Appreciating that an enormous number of Ford cars are operated in the rural communities, farm publications were added—papers of national rather than local character.

A GRAPHIC CHART OF CAR-OWNERS

In conjunction with the farm-paper campaign, or rather to aid in selection of media, a chart was prepared showing the number of Ford owners in each State, and space was purchased according to a plan of concentration where registrations were heaviest. It is not to be inferred that this list covers all of the better farm papers. On the contrary, many excellent publications are not included, but the list as given satisfactorily met the conditions governing our campaign.

It is of special interest to note that the agricultural press has proved remarkably successful. In

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

fact the manufacturer of an accessory who overlooks this rich and fertile field, is passing up a splendid opportunity.

At the beginning of the "buying" season, a newspaper campaign was inaugurated in each of the thirty-five cities where we have distributors, this advertising being for the purpose of turning *direct sales* into the stores of our distributors.

The style of copy differed in each class of publication. The first general ads were educational—a description and illustration of the system, the reliability of the company building it. Later, the copy was confined to advantages

Our newspaper copy is, as a rule, very brief. Simply the name of the product, the price, a paragraph of description, and the distributor's signature. Heavy display, attractive line-drawings and lettering, go to enhance the value of relatively small space.


Trade-paper copy was, and still continues to be, a talk to the dealer only, pointing out the increased profits accruing from the sale of the system, and calling attention to the demand created by our large campaign.

RETURNS DEVELOP PECULIARLY

Here is a most peculiar angle which has come to light. In all of the first national and farm advertisements, a list of distributors was inserted. One of these concerns, Jos. Woodwell of Pittsburgh, received over 400 inquiries as the result of the first insertion. In other words, readers living in certain territory have a tendency to seek their distributors. This, I believe, is unusual. Thus, a large lot of inquiries were diverted. The average number received by our distributors may be safely placed at 200 per advertisement.

Distributors have shown an excellent spirit of co-operation. When they began to feel the effect of the copy, to grasp its force and power, they inaugurated local campaigns of varying character—generally personally dictated letters to their best customers, in some instances the printing of posters or circulars. It is interesting to note that one distributor suggested that all pay a pro-rata share toward a page *each week* in a national weekly. And so advertising begets advertising, and like the snowball its size and volume increases as it rolls along.

We publish a monthly house organ, "The Starter." It contains news of the company, information for distributors, service men, etc. If we make a refinement or have something of import to say to those interested, the message is carried in this book. One of our distributors takes 500 copies, which are forwarded to dealers in his territory. In conducting this kind of a campaign, it is essential that a



Here is A System Built By Specialists

The Gray & Davis system for Ford cars is produced by an organization whose main time and attention is devoted to building starting-lighting systems for automobiles and marine aids. The experimental work was accomplished long, long ago. The structure of electric equipment to enter cars is not new to Gray & Davis. There are no mechanical and electrical problems to be solved at the expense of owners and dealers.

"GRAY & DAVIS" is pre-eminently the system to recommend. Full particulars to Ford dealers, supply men, etc., upon application.

GRAY & DAVIS
STARTING-LIGHTING SYSTEM

Price complete **\$75**

Sole for America
Gray & Davis, Inc.
Boston, Mass.

TRADE-PAPER COPY IS DEALER TALK, SOLELY

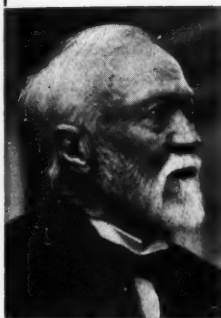
and conveniences resulting from the adoption of electric equipment, and we seldom forget an appeal to the feminine driver.

At the apex of the "buying" period, we shall emphasize the fact that the demand far exceeds the supply and suggest to the reader that to secure delivery, orders should be placed immediately.

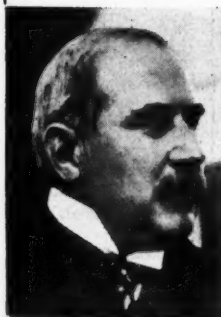
The farm-paper copy is written along entirely different lines, containing a "human interest" note. For example, here are some captions: "How It Adds Value To Your Ford," "The Night It Rained Cats and Dogs," "Talk It Over With Your Wife," "At The Railroad Crossing," etc., etc., designed to be read during long winter evenings when the farmer has time to devote to a careful perusal of his favorite journal.



You as an advertising man have a particular interest in *Printers' Ink* because it represents you and your side of it as an advertising man; it has your *interest* because it represents your *interests*.



In exactly the same way many thousands of business men throughout the United States read *Leslie's* because it represents them and their side of it as business men; *Leslie's* has their *interest* because it represents—instead of *misrepresents*—their *interests*.



We readily plead guilty to the charge of being conspicuous in constantly presenting the *bright and right* side of the marvelous industrial development of America.

Perhaps you have something to sell to the kind of people who like our editorial policy.

By the way, Leslie's for April carried more advertising than in any previous month—and we celebrate our 60th anniversary this year.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper

(Pictures from recent issues of *Leslie's*)

Boston

New York

Chicago

Bringing Home the Bacon

Having firmly established in your own mind the fundamental idea that advertising, like all business, is done only to produce profits (results), stick to it, year in and year out, that you're going to judge advertising media solely on the basis of the returns they give.

Understand, an acquaintance with media and their representatives is a fine thing, but a very much more useful and dependable thing is to have accurate records showing which media pay and which do not—such records, for instance, as practically every agency has in abundance for practically every sort of advertising there is.

You may enjoy advertising in the publications you read or on the billboards you see—but it is a heap more profitable (brings you more *results*) to use the publications or the billboards that your prospective customers see. For instance, you may not read *The Farm Journal*, but 900,000 families *do*—and it is their money and not yours that is going to make your profit.

Mind you, individual preferences are all right for many things, but in advertising analytical records are a heap more likely to bring home the bacon.

Get "The Tell-tale Book" and *know* which papers pay and which rob you. Copies are free for all national advertisers. Write to-day to THE FARM JOURNAL, Philadelphia—the one *national* farm paper of large circulation going into country homes.

monthly bulletin be placed in the hands of those who come in contact with the car-owner.

Our method of handling correspondence is as follows. Each inquirer receives a letter, catalogue, and the name of our distributor in that territory. In a majority of cases, inquiries are of such nature that a personal reply is dictated. The names of all inquirers are sorted and forwarded to distributors who, of course, follow them up. A card system, containing each name, date received, nature of inquiry, etc., is filed, so that in the event of our building another Ford accessory we have a splendid list of live prospects for future use.

USE OF POSTER STAMPS ON LETTERS

Now enters the poster stamp. Let us assume that every distributor forwards at the very least 200 letters every twenty-four hours,* to customers, dealers, etc. This we will say is 7,000 letters every working day, to people actually interested in motor-cars. By requesting our distributors to paste on each letter (no matter the contents) an advertising stamp containing an illustration of the system, its name and price, also "We are distributors," a plan is unfolded which brings much intimate circulation.

I might add that the distributors themselves use quantities of literature. Over 250,000 Ford-system catalogues have been printed. We co-operate to the fullest extent, shipping quantities of catalogues and other printed matter.

BIRD'S-EYE VIEW OF RESULTS

It is safe to say that by the end of this year the great majority of Ford owners will be fully acquainted with the Gray & Davis system.

Has the campaign been profitable?

To answer this question is to point to the fact that we expect to build 100,000 Ford systems in 1915. It is not a question of selling, but of keeping pace with the demand, and let me say, as emphatically as possible, that our advertising, backed by a good product, is re-

sponsible for this pleasing condition.

In passing, it becomes necessary to state that the Ford campaign has greatly stimulated interest in our equipment for higher-priced cars, a ramification which we did not foresee. Imagine also, the result of 100,000 Ford owners voicing their testimony as to the qualities of our product. This means word-of-mouth advertising beyond compute.

It is to be hoped that the reader will not receive the impression that the Gray & Davis Ford-system campaign is an exceptional case. On the contrary, it is but one of at least a dozen well-planned, well-executed, accessory campaigns that appear year after year with constant regularity, and is cited merely to illustrate methods which have proved very efficient.

New York Agency Man Joins His Colors

H. C. D. FitzGerald, head of the service department of the Percival K. Frownt Company, Inc., and formerly associated with the Presbrey and Seaman agencies, will sail for England tomorrow to join the Royal Field Artillery, with rank of captain. He saw service in South Africa during the Boer War.

K. M. Goode Joins "Saturday Evening Post"

K. M. Goode, for nine years associated with Condé Nast in the administration of *Collier's*, the *Home Pattern Company*, *Vogue* and *Vanity Fair*, goes to the Curtis Publishing Company June 1 to become an associate editor of the *Saturday Evening Post*.

Sterling Gum Account Goes to Blackman-Ross

Advertising of the Sterling Gum Company is now being handled by the Blackman-Ross Company. According to F. L. E. Gauss, president of the Sterling company, plans for a new advertising campaign are being formulated.

Farm Paper Advertiser Appoints Agent

The advertising of the Parsons' Wagon Company, Earlville, N. Y., which has been placed direct with agricultural papers for many years, is now being handled by Van Benschoten & Countryman, Inc., Syracuse, N. Y.

Advertising Blocks Antagonistic Legislation

WHEN adverse criticism upon part of a moving-picture feature, "The Birth of a Nation," in Boston, culminated in the introduction of a bill in the legislature designed to greatly increase the mayors' power of censorship,

editorials as copy for the advertisement, a member of the company booking the feature said:

"We felt that many newspaper readers do not read editorials as closely as the news columns. The result was that stories detrimental to our picture were appearing in the news, while editorial comment showed that the film was not what its enemies asserted.

"To put those favorable comments before the people we decided to embody them in an advertisement. We are glad that we did so. The effect was felt almost immediately, not only in Boston, but through New England.

"The average man who goes to see our feature pays his money and lets it go at that. He sees it as an historical production. He isn't concerned particularly with criticism that may be made against it. But when we go to the reading public in advertisements and put the issue squarely before it, we get action. We received many expressions of opinions showing us that the people as a whole were with us."

The original bill which would give the mayors of Massachusetts cities greatly increased powers of censorship has been compromised, and the "Birth of a Nation" promoters are satisfied that their advertising campaign has accomplished

Amusements

KILL THE SULLIVAN BILL

IT IS SPECIAL AND CLASS LEGISLATION AIMED TO DESTROY "THE BIRTH OF A NATION" AT THE TREMONT THEATRE, BUT IF ENACTED INTO LAW WILL ASSASSINATE DRAMATIC ART IN THE STATE OF MASSACHUSETTS

WHAT THE HERALD SAYS

(Editorial)

The printer of Representative Sullivan has had a busy morning. He has just printed the very interesting paper, "The Birth of a Nation," which is now being shown at the Tremont Theatre. It is a picture of a highly dramatic and historical nature, and it is one of the best of its kind that has ever been shown in this city. It is a picture of a highly dramatic and historical nature, and it is one of the best of its kind that has ever been shown in this city.

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THE JOURNAL ON "THE BIRTH OF A NATION"

(Editorial)

NOW that the late noted chapters to the production of "The Birth of a Nation" has been removed, it is in order to remark that the picture shown is a masterpiece of dramatic and historical nature, and it is one of the best of its kind that has ever been shown in this city.

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EDITORIALS REPRODUCED IN COPY RUN IN AMUSEMENT SECTION

the moving-picture men met the issue squarely with advertising.

Four-column advertisements were run in the papers of Boston, the main part of the copy being made up of editorials taken from three newspapers of the Hub. The editorials favored the feature in unmistakable terms. In discussing the reason for the use of the

tising campaign has accomplished its purpose.

Cigar Advertiser in Newark

The advertising for the "John Rukin" and "Telonettes" brands of cigars now appearing in newspapers and trade papers is being prepared and placed by the Scheck Advertising Agency, Newark, N. J. The manufacturer of these goods is the I. Lewis Cigar Manufacturing Company, of Newark.

AUTOMOBILE ADVERTISING

"No tale of Aladdin's lamp is more marvelous—the full development of an industry from infancy to maturity in a decade; a decade in which merchandising methods went the full gamut of evolution. . . . Out of the troublous past is emerging a great and powerful industry, with its merchandising methods safely grounded on the solid rock of national advertising."

*From report on Automobiles, by the
Curtis Division of Commercial Research*

This industry which, free from hampering tradition and precedent, seized so early upon national advertising as its chief support, also determined early upon THE SATURDAY EVENING POST as a chief pillar in that support.

Note the growth of the advertising of automobiles, parts and accessories in the POST as shown in the tables which follow:

Total Advertising of Automobile Classification in THE SATURDAY EVENING POST

Year	Lines	Amount
1909	83,862	\$ 298,544.99
1910	173,127	784,898.01
1911	216,810	1,176,744.11
1912	290,097	1,723,737.08
1913	309,710	2,052,016.49
1914	339,236	2,329,046.18

It is worth noting, in passing, that these sums for advertising in THE SATURDAY EVENING POST, large as they are, represent only about one-half of one per cent. of the retail sales of the industry.

A further analysis of the figures shows some interesting tendencies, as follows:

Growth in Number of Automobile Advertisers and Unit of Space in THE SATURDAY EVENING POST

	1909	1910	1911	1912	1913	1914
Number of advertisers,	65	107	107	117	117	120
No. of advertisements,	274	420	517	625	576	707
Ave. unit of space (lines)	306	412	419	464	538	480
Cost of ave. unit of space, \$	\$976	\$1,905	\$2,808	\$3,715	\$3,814	\$4,865
Ave. investment per advertiser, \$	\$4,593	\$7,335	\$10,998	\$14,735	\$17,539	\$19,460

The variation in the average unit of space in 1914 was due to an influx of new, smaller advertisers. This did not, however, interrupt the steady increase in the number of large space units used, which for the past three years has been as follows:

*Number of Full Pages of Automobile
Advertisements in the Post*

1912	1913	1914
283	345	367

In 1912, 79% of the automobile advertising in the POST was in page or larger space.

In 1913, 87% of the automobile advertising was in page or larger space.

In 1914, 82% of the automobile advertising was in page or larger space.

There were in 1914 four automobile advertisers who invested

\$100,000 or more in THE SATURDAY EVENING POST space. Never before had there been more than one.

* * *

These facts are important in their bearing upon the advertising plans of automobile manufacturers.

They are even more important, however, to other industries which have not as yet "run the full gamut" of merchandising evolution.

There are several great industries to which the same sort of development is possible if they will follow the same bold lines of attack.

Manufacturers in various lines may be interested in a 36-page booklet which we have just published, entitled "The Merchandising of Automobiles." A copy will be sent upon request.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

First Advertising of Waste Appears

A By-product Develops a Surprising Number of Good Talking Points When Copy Writers Set to Work—How the Product Is Identified—Guarantee as Basis of Appeal

ANOTHER by-product has been trade-marked, merchandising conditions improved and advertising set in motion that bids fair to upset every tradition in the trade.

The product is cotton and woolen waste, such as is used by railroads, factories, mills, mines, etc., and sold by garages, marine, oil and hardware dealers. To the ordinary individual "waste" is merely waste—a by-product of cotton and woolen mills—but the user knows that all wastes are not alike.

On the latter premise was founded the decision of the Royal Manufacturing Company, of Rahway, N. J., to advertise its wares. Until a few months ago the waste made by this company had been sold after the manner prescribed by long custom. The jobbers handled most of the product, and, while the men at the head of the Royal company knew that their waste was superior to a great deal that was being sold by others, it was hard to convince the buyers of this. They wanted to individualize their product, but it is difficult to do this unless the product is dignified with a name.

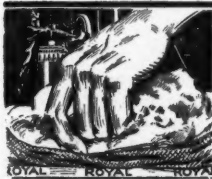
About the first step, consequently, was to register a trade-mark for the waste; "Royal Cotton and Wool Waste" was the name chosen for the mark, and in connection with it the happy slogan is used, "Our Waste Is Your Gain." Every bale of Royal Waste now carries the trade-mark, also the name

"Royal" is stamped on each of the steel bands binding the bales, so the purchaser may buy in confidence.

TRADE IS SHOWN WHERE PRODUCT IS BETTER

To secure jobber interest seemed to be the next work in hand. The Royal Manufacturing Company was sure that Royal Waste ought to be preferred by jobbers, as well as users, on its merits. There are a number of original features of the product that are now fixtures in the scheme of manufacturing and selling, and the advantages offered by these features were set forth for orderly presentation to the jobber trade.

For instance, the company guarantees the purchaser the exact quality of waste which is ordered, so that orders may safely be placed from samples, just as fabrics are ordered. There is a further guarantee of uniform "tare" (wrappings). Royal Waste is



The broad range of sizes in which Royal Waste is baled enables you to order just the amount you need and distribute it as you see fit, over your plant.

Made of an absorbent fiber which cannot be surpassed for cleaning and polishing all kinds of metals and machinery as well as for use on the hands. It is the only Waste which is manufactured in Quality, "Tare" and Weight—you take no chances when you order. That's why thousands of factories and mills always have "Royal" handy.

Ask Your Jobber or write for The Royal Sampling Folder, carrying 12 grades of Cotton Waste. Waste forms complete mailed upon request.

ROYAL MANUFACTURING CO., RAHWAY, N. J.

Chicago Office, People's Gas Building

Always Handy

The Neat, Compact Bale of Royal Waste.

HANDY to handle because it's pressed into the smallest possible bale for the particular weight. Handy to use because of the clean, light Burlap and new Steel Bands—a bale that won't fall apart and takes up the least possible room



EMPHASIZES IN TEXT AND ILLUSTRATION TALKING POINTS OF PRODUCT

packed "6 per cent tare," and the difference on all bales upon which the tare is overweight is refunded. A third talking point is the guarantee of actual-weight bales.

It has been the trade custom to pad orders in the number of pounds of waste put in the bales. A purchaser who ordered 100-pound bales was very apt to get bales weighing 125 or even 150 pounds. In filling orders for Royal Waste the makers ship the exact

poundage that is ordered.

There are twelve special grades of Royal Cotton Waste—six white and six colored. These afford users an opportunity to choose the grade best suited to their particular requirements. Royal Waste, it is claimed, is the most absorbent on the market. Moreover, it is clean and refined of all foreign matter.

These, in brief, are the chief points of advantage possessed by the trade-marked article. They will all receive attention in the trade-paper advertising which began last month. The early results of the campaign give evidence that manufacturers and other users of waste will become accustomed to ordering it by name, and this, of course, will go a long way toward getting co-operation from jobbers.

DETAILS OF CAMPAIGN

The campaign has been outlined in a publicity folder to the jobbers and large direct users. There are nineteen publications on the list of mediums to be used the first year. A sampling folder has been designed, showing actual samples of the twelve grades of cotton waste, and jobbers are supplied with these to distribute among customers. Special containers, holding larger samples of any grade desired and all samples of wool waste, are also provided. The publicity folder has been copyrighted. In order to give further distinction to the product, names have been given each of the twelve grades.

In the advertising in the trade papers particular attention is called to the care exercised in the selection and manufacture of Royal Waste. It is claimed that it is made from the "cream" of the waste of good cotton and pure wool; that it is refined of all dust, dirt, wood and metal splinters, which are sometimes found in waste; that its spongy texture and absorbent fibre enable it to "draw" up the heaviest kind of grease and grime in a thorough manner.

The practical economy involved in the purchase of this waste is set forth in one advertisement in this manner:

"I GET THE SAME WASTE EVERY TIME," says the man who buys Royal

Cotton and Wool Waste. "I used to take chances when I bought waste, just like some do now. I never knew whether or not I'd get the same waste when reordering. I used to have to pay a big percentage for 'Tare' (wrappings), and very often I'd order a hundred-pound bale and be shipped and billed for 140 lbs.—there was nothing 'standard' about it. Then someone said 'Royal Waste.' Now I get the same quality every time because I use The Royal Sampling Folder and order my grades by name. Now I know that the 'Tare' is guaranteed 6% or less. Now I know that I get actual-weight bales and pay for no extra poundage."

Another one of the series dwells on the money-saving feature as follows:

ROYAL "WASTE" IN NAME ONLY

You men, whose business it is to cut down overhead expense, must be interested in the only standardized Waste. Our system of 12 grades (6 white, 6 colored), enables you to get the same quality continually, once you have picked your choice.

Our system of guaranteed actual-weight bales assures you of getting just what you order—positively no over-shipments.

Our system of using only clean, light Burlap and new Steel Bands permits us to guarantee 6% "Tare" or less. Check the "Tare," and if over-weight, we refund you the difference.

The name "Royal" means the selected Waste of high-grade cotton and wool, "refined" of all impurities and made extra-soft, absorbent and "spongy." Draws up the stickiest grease and grime thoroughly and cleanly. Carefully baled to facilitate handling. In short, the most serviceable, most economical Waste.

The campaign just entered upon, it is said by Sherman & Bryan, Inc., who handle the account, is the first national advertising ever undertaken for the exploitation of waste. The guarantees serve as the foundation for the entire campaign. They are to be featured in all the copy. Gradually it is expected the jobbing trade in general will be made to see the advantages of buying and selling trade-marked waste, and that the consumer will realize the merit of the article itself.

Food Product Company Uses Coupon in Label

"Serv-us" is the new registered trade-marked name for the food products put out by W. C. Early Company, of Memphis, Tenn. An orange and purple label makes the package distinctive. A coupon is printed in the body of the label. These coupons secure a wide variety of premiums.



Inseparable

The *June Daily* issues of the *Railway Age Gazette* are an inseparable part of the Master Mechanics' and Master Car Builders' conventions.

The meetings of these two important bodies are attended by but a few *hundred*; *The Daily*, however, publishes the proceedings and sends them to *over ten thousand each day*.

Those concerns who are looking toward the industry that spends upward of a billion dollars annually for supplies will do well to send for the "June Daily Booklet" and get all the facts.

A copy upon request!

Railway Age Gazette
New York Chicago Cleveland

Member of the Audit Bureau of Circulations



San Francisco Examiner

Saturday, May 1st

Was set apart by the Panama-Pacific
Exposition Management as

Examiner Day

Over 102,000 visitors attended, making
it the fourth largest day since the Ex-
position opened.

The EXAMINER entertained the children of California,
securing a reduced admission price for them to the
grounds and free entrance to most of the concessions.

THE SAN FRANCISCO EXAMINER affords adver-
tisers the opportunity of reaching not only the
largest but also the most responsive clientele
in the West. Only morning newspaper mem-
ber of A. B. C.

Circulation, Daily Over 126,000

Sunday Over 251,000

Eastern Office :

M. D. HUNTON,
220 Fifth Avenue,
New York

Western Office :

W. H. WILSON,
Hearst Building,
Chicago

Incident—First Aid to Copy

By Percy Waxman

A YOUNG copy writer was once told to write some street-car ads advertising Blank's tea. Blank was anxious to fight against the use of bulk tea in a certain territory, and one of his chief selling-points was the fact that his tea was packed in air-tight cans keeping out dust, air, impurities, tax-collectors, and other foreign matter including the Scandinavian. The young copy writer was instructed to play up the air-tight can to the limit, and tie it tight to the bulk-tea business. When his copy came to a boil it read something like this:

Blank's tea comes in air-tight cans, keeping all impurities out and keeping all its delightful flavor in.

Perfectly respectable copy, you must admit. No one can accuse it of unduly exciting the reader or of bringing the blush of shame to the cheek of the most juvenile fudge-enthusiast. But it did not get by the board of censorship. When it came before the eagle eye of the aforesaid board he said: "Your copy though true in statement sounds commonplace. It lacks interest. It does not hold the reader. It is handled conventionally. Nothing in it stands out. It creates no mental picture. There is nothing in it to stimulate remembrance. It possesses no color. Otherwise it is all right. Leave it with me and I will alter it a little and try and show you what I mean."

As the young man o'sullivaned his way out of the sanctum with a goose-fleshy feeling all over his *amour propre*, he wondered why an unrelenting Fate had cursed him with a yearning for writing advertising.

In the course of time he was again summoned to appear in the execution-chamber.

"I have given your copy a slight twist here and there," said the Boss, "and altered it a little. Will you take a look at it?" and he handed him this:

Take two apples. Leave one exposed to the air. Seal the other up air-tight. Which will stay good? Blank's tea in air-tight tins stays fresh. Keeps all the flavor in and all impurities out.

"How do you like it?" asked the Boss.

"Fine," confessed the poor victim.

"What do you think is the main difference?" the boss went on, "between the car-card you wrote and the copy as it stands now?"

"Well—er—it's—er—" the young man began, but the Boss beat him to it.

"It is incident, my son—incident," he said. And he was right, indubitably, indisputably right. One piece of copy was merely a bald, commonplace, flat statement. The other illustrated something happening.

OUR LOVE OF ACTION

Incident and action are what everybody is interested in. Rich or poor, good or bad, highbrow or lowbrow, we are all alike in our desire to see *something happen*. And next to *seeing* things happen, we like to read of them happening. The love of motion is an inherent characteristic of mankind, and those writers who have made the most lasting impressions on the world have been those who have appreciated this fundamental fact to the full. From Homer down to Brisbane the writers who have swayed the biggest crowds and exerted the greatest influence over their audiences have been those who have recognized humanity's love of action and incident.

What makes the "Iliad" perennially interesting? Action. What gives Shakespeare's plays their grip on the unliterary as well as the literary? Action. And why does a moving-picture show, where not a word is spoken, draw like a mustard plaster? Action again. Action excites and holds interest when even purely literary merit will

not. No one wants to see a play in which nothing happens but conversation. Action is demanded. Everybody can understand and appreciate action. The ordinary citizen does not enjoy reading a book in which only talk is indulged in. He needs something to sustain his interest. Newspaper writers too are more and more coming to drop the old-fashioned, abstract, academic style and are "going in" for stories illustrated by incident and action.

Nearly every advertising man I know is an admirer of Arthur Brisbane's editorials quite irrespective of their subject-matter. There are several good reasons why Mr. Brisbane's writings are justly celebrated. He always uses simple language. He is terse. He knows the value of human interest. And so on. But in my opinion the chief reason why Mr. Brisbane's editorials rivet attention, excite curiosity and arouse interest is because they are chockful of incident. They never deal in generalities in a conventional manner. They do not contain mere statements. Mr. Brisbane gives the reader a mental picture of action of some kind or another to illustrate his points. The reader does the rest. This is why Mr. Brisbane is not only a splendid writer, but also a wonderful *advertising* writer.

If it is a good thing and a wise thing for the playwright, the novelist and the newspaper writer to use incident and action to arouse interest in their readers, how much more necessary is it for the writer of advertisements? When the productions of the dramatist, the novelist and the editor are read, their work is finished, but when the productions of the advertising writer are read, his work is only begun. What he publishes must make his readers take action of some kind or another if he is to write successfully. And to make them do this he must first of all interest them. Comparatively speaking, it is amazing how little use copy writers make of incident in preparing advertisements. We all know the value of what is called human interest in

copy, and yet we either overlook or do not realize what a wonderfully strong hold action has on the whole human family. One reason for this oversight perhaps is that we are so absorbed in our subjects and so interested in what we are writing about that we forget that our readers may not be quite as familiar with them as ourselves. And for that reason not so interested. And so we ramble on, making statements, using charming adjectives, praising, comparing and boasting, and wonder why it is that our stuff doesn't always "get across."

Illustration by incident is a good way to increase interest in what we are writing about. Abstract statements written with the pen of an angel haven't one-fiftieth the power to impress that statements illustrated by action possess, even though written by a common person who perhaps uses bad English.

DeLong Hook and Eye Profits

Net earnings of the DeLong Hook and Eye Company in the year ended March 31, according to the annual report presented at the annual stockholders' meeting, were but \$59,788, compared with \$133,355 in the previous year. The surplus after payment of dividends of \$50,000 (5 per cent) was \$9,788, compared with \$53,355 in the previous year, in which dividends aggregating \$50,000 (8 per cent) were paid.

Following are the company's earnings for the year ended March 31, compared with previous years:

	1915.	1914.	1913.
Net earnings.	\$59,788	\$133,355	\$128,475
Dividends ...	50,000	80,000	80,000
Balance	9,788	53,355	48,475

New Advertising Manager for New York "Tribune"

W. G. Woodward has been appointed advertising manager of the New York *Tribune*. He has been on the *Tribune's* advertising staff since last June, his experience previous to that time having been acquired on the New York *Press* and Baltimore *News*. It was on the latter paper, in 1909, that Mr. Woodward began advertising as a vocation.

To Join McClure Publications

Daniel M. Henderson, manager of the copy department of the Nolley Advertising Agency, Baltimore, has resigned to join the staff of the McClure publications.

10,000 to-day

The Butterick Company receives considerably more than three million letters a year. This means more than 10,000 letters every working day.

This very hour 1000 people will be writing to Butterick. This, of course, refers only to American mail; nearly all foreign correspondence is cared for at the various European offices.

Each issue of The Designer, The Delineator and The Woman's Magazine is read by more women than there are in the cities of New York, Chicago, Philadelphia, St. Louis, Boston, Cleveland, Baltimore, Pittsburgh, Detroit, Buffalo, San Francisco, Milwaukee, Cincinnati, Newark and New Orleans all together.

**THE BUTTERICK PUBLISHING
COMPANY**

NEW YORK

BOSTON

CHICAGO

Member A. B. C.

Positive .. Comparative Superlative

A while ago, in a letter, we compared St. Nicholas to another magazine and the man who received the letter wrote back:

Why suggest a comparison between St. Nicholas and any magazine? If you must use a big word—it is INCOMPARABLE.

That is just exactly what it is. No one can compare St. Nicholas with any magazine any more than we can, and get away with it. Comparisons can be made only between things that are alike. There is nothing like St. Nicholas. No other magazine has the same purpose as St. Nicholas, so of course no other contains the same kind of information or makes the same appeal. The purpose of St. Nicholas is to make the coming generation *think* to some purpose. With that end in mind, read St. Nicholas and see just how well it is doing its work.

St. Nicholas is a text-book in the course on mental habits. These habits are formed between the ages of 10 and 14—and they last for life.

Doesn't all this help to explain why month by month the volume of advertising in St. Nicholas increases?

*"THE MAGAZINE THAT IS
POSITIVE AND SUPERLATIVE
BUT NOT COMPARATIVE."*

ST. NICHOLAS

The Problems an Advertising Pioneer Has to Meet and Solve

A Broad Treatment of Competition

DOES it pay to use more than a standing card, when the product is one devoid of exclusive features, such as railroad ties, sand, steel springs, wire and nails, wire rope, sheet metals, lumber and the like?

The manufacturer of the old school will assure you that the mere announcement of your being in that line of business is quite sufficient. "It is just a matter of keeping your name before the trade, so that when they are in the market you will get a chance to figure on the order," he will say. Then remembering he must appear progressive, adds: "Of course, I believe in advertising; last year I spent over \$800 in publicity, but after being in this business forty years I have come to the conclusion big-space advertising is all right for the man with something different — something which requires a whole lot of explaining and describing—but everybody knows what sheet iron is, and so what is the use of wasting money telling them?"

If you pressed the argument, and insisted that the use of big-space educational copy could be so planned that it would actually develop business which had not heretofore existed, your auditor would treat you to a look of fatherly pity, and inform you that it would develop business for your competitors more than it would for you.

Such, however, is not the case, if a three-year experiment of the Ayer & Lord Tie Company of Chicago can be accepted as a criterion. This company manufactures creosoted wood blocks. For some time it tried marketing them in the usual way, without depending very much on advertising. Then it decided to see what advertising could do.

In planning the campaign, the question of competition came up. "Any one can make wooden blocks

and creosote them," it was argued. "What can we do to prevent our hundreds of competitors, most all of whom will gladly underbid us to get the business, from reaping the harvest we will sow?"

To this the man who was behind the advertising policy replied: "We should worry about the business our competitors get—so long as we make a good profit on the advertising, we ought to be satisfied. Let's forget that there are



Ayer & Lord "Timber" Block Floor at Plant of National Trust Company, St. Cl. Mo.

Ayer & Lord Wood Block Flooring Meets Every One of Your Specifications

It is easy on the feet. It is dry, cool, and comfortable, is warm in winter and cool in summer. Your men will be able to work in comfort.

It is easy to lay, take up, alter. You can lay sections of it whenever you find it convenient, and can take up any part to lay pipe, install machinery, etc.

It has no maintenance cost. When an Ayer & Lord Wood Block floor is laid all expense and cost is initial. Use and hard service improve the blocks, become smoother, firmer and easier to walk over. Wear takes place at the rate of 1/4" in 10 years, and on the wearing surface is 3" thick it will be more than before it was laid.

And so on through the list of the things you expect from a floor—an Ayer & Lord Flooring meets them with 100% efficiency.

Let us send you our booklet "Times."



Ayer & Lord Tie Company

General Office, Railway Exchange, Chicago

CLEVELAND, CINCINNATI, ST. LOUIS, ST. PETERSBURG, PITTSBURGH, PHILADELPHIA, ALBANY, N. Y.

EDUCATIONAL COPY IN BIG SPACE IN TRADE PAPERS THAT BROUGHT BUSINESS

such things as competitors and go after this business as though we were the only firm in the world making creosoted wood blocks."

And the company did that very thing. Fifty-two-time page contracts were signed up in the leading publications reaching the iron and steel field. Copy was prepared showing how these blocks could be used as a flooring for

shops. Such a flooring, the copy pointed out, was easy on the feet of the workmen, it was inexpensive and easy to lay, it had no maintenance cost. The page ads were illustrated with photographs showing wood block floors in well-known factories; photographs which showed the product under all working conditions. When this series was completed, the results were so successful that a contract for another year of pages was signed up, and last year the contract was renewed.

THE PRESIDENT WAS HALF SOLD

"The results from this advertising have been almost unbelievable," said Alfred H. Noyes, treasurer of the company, and the man who has fathered the "we should worry about competitors" policy. "I remember one case where I got a telephone call from a big Chicago manufacturer of international reputation. He was having a discussion in his office over what kind of flooring to use in a new plant he was putting up, and asked me to come over. It seemed that he had been noticing our advertising in the trade and technical papers and our suggestion of a creosoted wood block floor had stuck in his memory, so that when the architect wanted to lay a concrete floor he would not sanction it until he had compared costs. We secured out of that one job an order for slightly over \$4,500."

"Another peculiar thing about our advertising," continued Mr. Noyes, "is that 92 per cent of our sales from inquiries have been to the inquiries of presidents of companies. We find it imperative to reach the manufacturer himself, and that is why we depend entirely upon our trade-paper advertising and personal selling. We find that this method—providing the right papers are used—is the only practical way of reaching the higher official. Form letters and ordinary circulars seem to be lacking in getting to that man; this method undoubtedly works out very nicely when lesser officials are the target, but the busy executive is best interested through his trade paper, which he must read

for market information and similar vital data."

The attitude of this advertiser to its competitors is even more pronounced in its follow-up literature than it is in its advertising copy. One book, for example, is called "Floors." It shows untouched photographs of various plants having Ayer & Lord Interior Block floors, yet except for a statement to this effect on the fly-leaf, the whole argument is for wooden block floors. "If we can get manufacturers interested in wooden floors," explained Mr. Noyes, "we are willing to take our chances on getting the order, even though our prices are higher. The fact that we are pioneers in advertising the product is a tremendous advantage and our continuous big-space advertising has given people the thought that we are a big, responsible concern, able to give the right service to start with, and amply able to make good any deficiencies after the floor is down."

A SIMPLE LOOSE-LEAF BOOKLET

This booklet was a departure in follow-up literature, in that it was so constructed that new pages could be added from time to time without having to print new booklets. In size it was just about big enough to fit snugly into a No. 9 envelope. It opened the wide way, and a notch was cut in the back cover about a half-inch from the center fold. A corresponding notch was cut in each page, so that when the pages and cover were assembled a rubber-band could be slipped over them, binding the whole together. This left the front cover free to open, and made it possible to add to the pages or to take away from them as new pictures came in.

Questioned as to what he hoped to accomplish by the pronounced policy of consistency, Mr. Noyes replied: "We want to give the people to understand that we are the leaders in the business. We can tell them so until we are black in the face, but they won't believe it. Nowadays one has to do more than merely say so; he has to act it. We believe by using

These Hands Place Orders

The War Has Made Them Active



ATROPHIED European supplies, interrupted European competition—walls erected and walls destroyed—are forcing American manufacturers to find substitutes for materials formerly used and tempting them to supply new markets. The advertising pages of the

May Issue of **Metallurgical & Chemical Engineering**

reflect this intense activity in many fields. It is the biggest issue ever published. It breathes opportunity. It shows the unmistakable signs of activity.

Perhaps your product is exactly what some manufacturer needs to meet new conditions or to increase the capacity of his plant. The May issue may point to a new, active, profitable, immediate market for you.

Write for the free sample copy and see.

McGraw Publishing Co., Inc., 239 W. 39th St., New York

Electrical World

Electrical Railway Journal

Engineering Record

Metallurgical & Chemical Engineering

Members Audit Bureau Circulations.

"What do you do with complaints?"

When we engaged Samuel Hopkins Adams to slash into dishonest advertising through The Tribune's columns half of our job was to throw light on the most flagrant cases of unfair dealing. That Adams did—and will continue to do later.

The other half was to equip ourselves to get at the root of the practices surrounding deceitful advertising and merchandising—to distinguish between crookedness in the private office and carelessness among the counters—between basic rottenness in policy and inefficiency in management.

For this permanent, upbuilding work we have established

The Tribune's Bureau of Investigations

and at the head of this Bureau we have placed

Mr. C. E. La Vigne

who comes to The Tribune direct from the Federal Trade Commission in Washington.

With the Bureau of Corporations of the Department of Commerce, merged into the Trade Commission last March, Mr. La Vigne studied the problems of resale and distribution. For two years he has travelled over the country for the Government, meeting manufacturers, wholesalers, and small retail dealers, besides large department store managers and owners, mail-order house heads, and producers and distributors in many channels of commerce.

Single-handed, no one man could accomplish what we have outlined for this Bureau's work. But Mr. La Vigne will have behind him every resource of a great newspaper and, more than that, the interested support of public sentiment in a Metropolitan City.

We have done much already to show that honesty in advertising is a perfectly practical, profitable thing. This new bureau is one more step. And we are just beginning.

The New York Tribune

First to Last—The Truth
News—Editorials—Advertisements

full pages every week in the year, year in and year out, in a few good publications we can so impress manufacturers who read these papers. That is why we are using a few papers, rather than smaller space in a larger list. We would rather have 10,000 thoroughly sold than 50,000 half or quarter sold prospects.

"This same reason lay back of our continuing our advertising when everybody was hastening to cancel contracts a few months back. We believed a display of strength at that time would create a highly desirable impression of responsibility. We want people to think of us as being so strong financially that if they buy our blocks, we will be here even fifteen years from now to stand back of them if they go wrong.

"In other words, we believe that there is a double effect in advertising such as we are doing. One effect is the direct effect the message which you write carries; the other is the impression the advertisement leaves. You might take as an example a fire sale advertisement in a newspaper. The message conveyed to you is that merchandise is being sold for twenty cents on the dollar, but from the very set-up and display of the advertisement you might get the impression it was a fake, and you would not buy.

"Now by using page space instead of a two-inch card, and running the ad every week instead of once a month, it gives an impression of responsibility which adds weight to the copy, and eventually will so impress the readers of these trade papers with our size and importance in the field that we will have created a perpetual asset; an asset which will send inquiries our way years after the advertising has ceased. That is our idea of advertising."

R. H. Pulver Changes Connection

R. H. Pulver, who has been advertising manager of the "New-Way" Motor Company for about five years, has joined the Brownwall Engine & Pulley Company, of Holland, Mich., in a similar capacity.

Missouri Clubs Form State Association

The Associated Advertising Clubs of Missouri was formed at Columbia, Mo., the seat of the State University, on Ad Club Day of Journalism Week. The officers are: President, A. C. McGinty, president of the Neosho, Mo., Ad Club; vice-president, Walter S. Donaldson, president of the St. Louis Ad Club; secretary, J. B. Powell, instructor in advertising, University of Missouri; treasurer, R. B. Teachnor, of the Kansas City Ad Club. The Maryville, Mo., Ad Club is represented by J. F. Hull and the Springfield, Mo., Ad Club by John Jewell.

The St. Louis Ad Club sent a large delegation in a special car. The purpose of the State Association is to encourage the formation of more ad clubs in Missouri and to assist the A. A. C. of W. in its campaign for better advertising and merchandising. On the programme of Ad Club Day were: Herbert S. Houston, of New York, first president of the Educational Committee of the Associated Clubs; Carl Hunt, of Indianapolis, editor of *Associated Advertising*; John Clyde Oswald, of New York, chairman of the Small Town Ad Club Committee of the national organization; John C. Reid, A. R. Furnish, D. E. Levy and A. C. Boughton, members of the St. Louis Ad Club.

Scarcity of Antimony May Raise Price of Type

A serious situation threatens type-makers owing to the scarcity of antimony, according to the Boston *News Bureau*. Already the price has advanced to about 40 cents a pound, compared with 8 cents at the outbreak of the war in Europe. It is believed an increase in the price of type will be inevitable, although as yet no concerns have named higher quotations.

The metal plays an important part in the manufacture of bullets, and this accounts for the reduction of the available supply. England and France, hitherto the main source of supply for this country, have placed an embargo on the exportation of antimony, and the moderate amount produced in this country is not enough for all commercial purposes. The Hungarian supplies are cut off by the blockade and the only other source of supply is China and Japan.

The prices of tin and lead, which also enter largely into the composition of type metal, have likewise risen in price.

Changes in Detroit

E. H. Leonard has resigned from the sales management of the J. L. Hudson Company, Detroit, to take effect June 1, and will be succeeded by Jos. B. Mills, the present advertising manager. Scott Hughes, at present with Rothschild's store in Chicago and formerly with Crowley Milner & Co., Detroit, will become advertising manager.

Making the News Item Pay Dividends

How Some Large Corporations Are Using Press Clippings

IN a recent issue of the National Biscuit Company's house organ, "The N. B. C.," a double-page spread was given to the reproduction of twenty-two advertisements which had been prepared and published in their local papers by retail grocers throughout the country to push the sale of National products.

Referring to the layout, the house organ said:

"These pages show how cleverly the modern grocer makes use of local advertising in newspapers, store papers and circulars to sell nationally advertised N. B. C. products."

By using these clippings of advertisements the National Biscuit Company put the strongest sort of argument to other dealers to use similar methods of pushing National goods. The dealers were shown in actual form the efforts of other retailers. Perhaps some of the names were familiar—likely more than one man found signed to the advertisement the name of some merchant he knew.

HOW SOME FIRMS USE CLIPPINGS

Clipped and marked news items and advertisements are being used by many big corporations to link up with other forms of advertising and sales promotion. Some firms use news items to keep them informed on conditions in their fields. Even so prominent a corporation as the Standard Oil Company does not neglect this point.

One man devotes his entire time to clipping any reference that may appear in periodicals affecting any phase of the oil business. The clippings are pasted in folders and are spread before the company directors at their daily meetings.

The president of a well-known piano company receives trade papers from time to time in which items regarding local dealers have been marked by an assistant.

These items may have to do with the dealer handling his pi-

anos, and again they may not. The president dictates a letter to the dealer congratulating him or condoling him according to the nature of the news and thus passes on his good will. The extent to which the business element enters into the letter depends upon the relation of the dealer with the company; whether he is an agent or not. This method of creating pleasant trade relations has been found profitable.

News about persons of means planning trips or tours is always interesting to the Bankers' Trust Company, which collects such items in various ways. This news is used as a direct lead for selling A. B. A. cheques. To such persons a letter containing the selling facts is sent. The Bankers' Trust Company has found that following up such information has paid big. One letter only is used.

Salesmen of the Pennsylvania Coal and Coke Company frequently receive letters telling them of prospects. News of the sales openings contained in those letters are often obtained by a young man who is at the head of an information department maintained by the company. Later the general sales manager gets into correspondence with the prospects and develops them in that way.

A shoe manufacturer watches news regarding graduation exercises and affairs of that sort, and immediately sends suggestions for advertising and follow-up letters to the dealers in the territory of the institutions planning the exercises. This interest means dealer good will to the manufacturer.

Of course, there are innumerable incidents of the more or less ordinary sort. In Milwaukee a baby-carriage manufacturer watches birth records. He sends a card of congratulations to the parents and suggests that when the time comes to buy the new arrival a carriage he will be only too happy to serve them. Florists

note items of weddings, dinners and other social affairs and turn them into big orders.

Perhaps you are wondering how you could turn this information to your use, like some of these corporations have done. Could you gather it yourself? Should a press-clipping service be utilized? Would an advertising agency do the work?

Here's what the International Harvester Company has to say:

"We have no regularly established clipping service in this office, but the boys who are looking over the periodicals that come in, to check up our advertisements, are also asked to look for items of interest along various specified lines. Their work includes the reading of a great many of the farm papers, most of the papers that are published in the interest of gas-engine users, threshermen etc., all of the implement-trade papers, and a number of other trade papers in which we advertise our International motor truck."

Pretty expensive, did you remark?

"The cost of this service to us is very small, probably amounting to not more than \$20 a month," the company stated.

CLIPPING SERVICE CHECKS TRAVELING REPRESENTATIVES

The Eastman Kodak Company uses clippings. In a recent letter to PRINTERS' INK the company stated:

"We employ the services of two different clipping bureaus. From one we receive clippings containing any mention of our company or our products or anything pertaining to photography in general.

The service of the other bureau is confined to furnishing us with photographic dealers' advertising throughout the country.

"We do not have a clipping service in our own office, except that several of us here make it a practice to read the local papers carefully and to clip and file anything of importance. We have yet to find a clipping bureau that, in our opinion, covers the country thor-

The collage consists of several rectangular advertisements. At the top left is a small ad for 'At Stokes'. To its right is a larger ad for 'NATIONAL BATTERY OILS' with images of battery boxes. Further right is a 'Big 5c Sale' advertisement for 'John Hude' featuring various battery products. Below the 'At Stokes' ad is another for 'WILLIAMSON & S'. In the center is a 'BIG 5c SALE' for 'Saturday, February 27, Only'. To the right of that is a 'Demonstration' ad for 'H. P. HAN'. Below the 'BIG 5c SALE' is an ad for 'W. C. K. FISHER'. To the right of that is another 'Demonstration' ad for 'STERN'. At the bottom center is an ad for 'Part Cash Store' with the slogan 'The Store That Reduced Prices in Baltimore'. To the right of that is an ad for 'Tom Cotton'.

THIS PAGE FROM "THE N. B. C." SHOULD POINT DEALER TO IDEAS IN ADVERTISING

oughly, and that would perhaps be almost a physical impossibility.

"As to information regarding legislation which might interest us in a distant State: We would be furnished by the clipping bureau with such information, as we do not maintain one of our own. However, in such an event, we would undoubtedly be notified and kept posted through our own traveling representatives, or by some of the dealers handling our line."

The Burroughs Adding Machine Company has used the services of press-clipping bureaus. At the same time clipping of items is done in the company's offices, too.

"One clerk at a nominal salary can attend to all of the clipping work that we need done here in our office, and have time for other work besides," said a letter received by PRINTERS' INK from the company.

Clippings as sales leads are utilized by the Yawman & Erbe Manufacturing Company. Although the main office does not subscribe to clipping-bureau services the advertising department cuts items of interest. And the company adds, "We believe that one or two of our branch offices subscribe to a clipping service which keeps them informed as to the building operations and the establishment of new firms in their territory. We clip similar items from the *American Contractor*, and refer them to our representatives in the different sections of the country, so that they can get on the ground at the proper time when the subject of filing equipment for the new office is under consideration."

Several firms are receiving clipping services of various sorts from their advertising agents. One New York agent is clipping the advertising and publicity items of eight competitors of an auto manufacturer whose account he handles. In addition to that, any item of interest to his client that might make a lead for a sale is clipped. The service costs the agent about \$40 a week.

Competitive advertising is clipped by the agents and sent to clients to let them see what their rivals are doing. Some agents subscribe to press-clipping services and relay the clippings to clients who may be interested in the items.

One New York agency received a request from a client to supply a clipping service for three months, but the agent figured that the service would cost him \$500, and that extra help would have to be engaged, and he declined to do it.

The agencies which are supply-

ing clipping services seem to be confining them to their more important clients who ask for the special work.

Then, too, the part that clippings play in the writing of advertising copy is interesting. Numerous advertisements have been built around a story clipped from some periodical. Typewriter, check protector, firearms, insurance, and many other companies have used the clipping in whole or part to put interest into advertising.

Enormous Figures of 1915 Automobile Production

Figures supplied by the traffic committee to the directors of the National Automobile Chamber of Commerce, which held its meeting at the Hotel Statler, last Wednesday, preceding the two-day motor truck convention in Detroit, showed April shipments of automobiles in this country to have been the greatest in the history of the industry. There were 17,084 carloads shipped, as compared with 14,122 carloads in the same month last year, showing an increase of nearly 25 per cent.

Cadillac has given out figures on the production through April of its eight, and they indicate that up to the first of May the concern had shipped 8,286 cars of the 1915 type, and of this number 2,325, or over a quarter, were turned out in April.

The Saxon Motor Company shipped over 1,800 cars in April, which is three times the output of April, 1914. For the first four months of this year over 6,200 Saxons have left for all parts of the country, and it is expected that about 3,000 more will go out during this month of May.

In April the King company shipped 576 eights and 180 fours. It was about the middle of January before King was able to make deliveries on its eight, and since then 1,352 of them have been shipped.

The Ford organization built 16,108 more cars in April this year than during the same month the previous year. The total for the month just passed was 46,510, the largest number ever produced in a month. There is much speculation now as to what the price of the Fords will be for the 1916 fiscal year. Some have it that 500,000 will be turned out, making a price reduction corresponding to the cut of last year possible.—*New York Journal of Commerce*.

New Club in Michigan

The Benton Harbor Advertisers Club was organized last week, and will be affiliated with the newly formed Chamber of Commerce. The club will join the Grand Rapids Advertisers Club on the boat trip to the Chicago convention next month.

Old Hampshire Bond

Old Hampshire Bond is the Standard Paper for business stationery. It is made of new white rags and is hand selected and loft dried. Thousands of substantial business firms use it exclusively, because they find it is the kind of paper which expresses subtly, yet forcibly, the standards of their business. There is a crackle of quality about a letter written on Old Hampshire which cannot be mistaken.



Old Hampshire Bond costs more than ordinary stationery—but how much more?

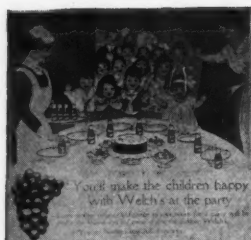
About 1/10 of a cent per letter more.

Is your firm enough different from ordinary firms to pay this sum to make its stationery look different and better?

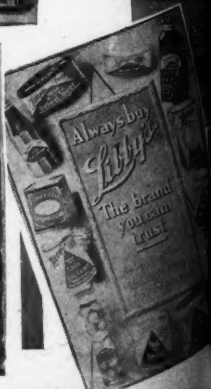
May we send you the Old Hampshire Bond Book of Specimens—a book assembled and bound up to interest business men?

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.

The only paper makers in the world making bond paper exclusively.



Welch's



FULL PAGE FOOD ADVERTISING

appearing in recent issues

THE CHRISTIAN ADVERTISER

A convincing endorsement of leading food advertising. The experience is valuable to you. CHRISTIAN HERALD consistently

GRAHAM PATTERSON
Marquette Building
CHICAGO

H. KNEED
Advertising Manager
New York



Member Association of

FOOD ADVERTISEMENTS

earing recent issues of

ISTAN HERALD

endorsement of this medium by
advertising. The benefit of their
valuable you. They all use the
ERALD consistently and liberally.

H. L. REED
Advt. Manager
Billboard
NEW YORK

CHARLES DORR
6 Beacon Street
BOSTON

Number Audited of Circulations

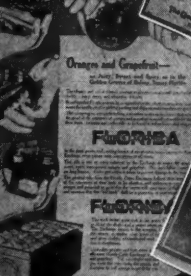


Campbell's Tomato Soup

With a very different focus, a different perspective, and a different methodology, such an analysis could be made. And it might be that, in a different context, such an analysis would be more useful than the one presented here. But in this case, it is not.

АД Э

... Are Free



Oranges and Grapefruit—
 —are Juicy, Sweet and Firm as in the
 —Oranges of Florida, Sweet Florida
 —Grapefruit, and also the famous
 —Florida Citrus Exchange products.
 —The Florida Citrus Exchange
 —products are the finest of their
 —kind in the world. They are
 —the result of the best of Florida
 —citrus fruit, and are the finest
 —of their kind in the world.
 —The Florida Citrus Exchange
 —products are the finest of their
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 —the result of the best of Florida
 —citrus fruit, and are the finest
 —of their kind in the world.

FLORIDA

FLORIDA

The Florida Citrus Exchange
 —is the largest and most
 —important of its kind in the
 —world. It is the only one
 —that has the power to
 —control the market for
 —Florida citrus fruit. It is
 —the only one that has the
 —power to control the market
 —for Florida citrus fruit. It
 —is the only one that has
 —the power to control the
 —market for Florida citrus
 —fruit. It is the only one
 —that has the power to
 —control the market for
 —Florida citrus fruit. It is
 —the only one that has the
 —power to control the market
 —for Florida citrus fruit.

FLORIDA CITRUS EXCHANGE
 —and its products are the
 —finest of their kind in the
 —world.

Oranges and Grapefruit—

as *Jury*, *Secret* and *Spicy*, as in the Golden Grove of Being, James Hight-

FLORIDA

FLORNEY

FLORIDA CITRUS EXCHANGE

Serve this coffee
On all the important
good coffee

11

A black and white photograph of a woman in a long, light-colored dress sitting on a dark surface, holding a small object. A bag of 'Giant Malt' is visible in the upper left corner of the photo.

10

LIPTON'S TEA

As good as the world

LIPTON'S TEA

TEA PACKAGE

LIPTON'S TEA

[illegible]



What "A. B. C. Service" Means to the Advertising Agency

"A. B. C. Service" takes the guess work out of making up a schedule.

It is the definite insurance with which you protect your customers on every dollar they spend for space through your office.

The definite facts concerning the quantity, quality and distribution of circulation of the various publications are in concise form at the finger ends of your space buyer.

It gives you an absolutely impartial and exhaustive audit on the actual and comparative value of the various publications in all fields—covering the same period of time—and

brought up-to-date every three months.

"A. B. C. Service" relieves you of the expense of installing and maintaining a file of circulation information. It is ready made *for you*—and better, uniform, standardized, more comprehensive, more far-reaching than you can make it.

The Agency whose space buying judgment is backed by "A. B. C. Service" has a tremendous advantage in serving its customers.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes nearly one thousand Advertisers, Advertising-agents and Publishers, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.



Audit Bureau of Circulations
15 East Washington Street, Chicago

Agency Relations and Circulation Audits Discussed by A. N. A.

Full Texts of the Reports Made by the Association's Committee

IN the report of the meeting of the Association of American Advertisers, at Cleveland, published in last week's **PRINTERS' INK**, reference was made to the discussion about agency relations and audited circulations. The Association has given to **PRINTERS' INK** the full text of the reports made by its committees on these matters, with the request that they be published.

The executive committee report on agency relations follows:

"As you will realize, a great deal of water has run under the bridge since our attitude toward the Agency System was declared, and, while the Association has not neglected the subject, it has not adopted any further declaration on this matter, because there has seemed to be nothing further to declare. Lest members may think, however, that the whole subject is dead, it seems desirable to report that the attitude which this Association took at the time mentioned has had a wide influence upon the conditions in the agency field.

"For the information of new members, it may be well to recall that this Association adopted a resolution declaring the present system of remunerating advertising agents illogical. The present system forces the agent to get his pay from the publisher, and makes the amount of that compensation proportionate to the amount of the advertiser's money the agent hands to the publisher. This system, the Association declared, is not likely to make the agent give unprejudiced advice to his client. The Association expressed no wish to see the agent eliminated, but went on record as believing that publishers should withdraw their opposition to the practice of splitting commissions with their clients. In other words, it was the theory that agents would then be free to grade their charges according to the service rendered the advertiser.

"The best publishers refused to accept this suggestion, on the ground that it approached the problem from the wrong standpoint. They claimed that what was needed was not a cutting of compensation to fit inferior service, but a raising of agency service to a point of value equal and more than equal to the commission the agent received.

"The publisher had considerable justification for this view, for he needs the general agent to promote his business. At any rate, whichever view is right, our suggestion could in no manner be forced upon the advertising world; but our agitation of the subject caused deeper thinking than had ever been given to the subject.

WHAT ASSOCIATION HAS DONE

"We do not think that we appreciate as an Association the effect which it has had in bringing to a head in the minds both of the publishers and agents the various matters which had undoubtedly been considered by them before, but which up to that time had not resulted in any direct effort to correct the evils.

"The information which some of the members of the Executive Committee have secured indicates very clearly that a considerable amount of pressure has been put upon the agents by some of the publishers to require such agents to furnish adequate service for the accounts which they handle in order to preserve their recognition and secure their commission.

"Not only that, but the practice of working upon a fee basis has increased very considerably since our declaration at the Cleveland meeting. Some agents are working entirely on a fee basis, and in other cases such arrangement can be made when desired. In fact, it would appear that there is a distinct movement on the part of agencies towards an extension of

their service to justify the agent's position instead of reducing the service in order to compete upon a price basis.

"A number of instances have been mentioned to various members of the Executive Committee where the efforts of publishers to insist upon better service from the agent and better conditions of service between the agent and advertiser, have been effective to the satisfaction of both advertiser and agent. In some cases the agent has been unable or unwilling to rise to the plane of adequate service and has had to accept the alternative—loss of recognition and subsequent relief from the trouble of collecting commissions. In some cases, we are informed, small, inadequate agencies have been forced to consolidate with others better equipped.

"Whatever may be our feeling about the present agency system, it is necessary, in considering the present situation, to recognize the fact that the present system is established, that it has grown up in a long series of years to its present position, that it represents vested interests of considerable importance, and that improvements in connection with such a system must inevitably be in the nature of evolution rather than revolution.

AGENCY RELATIONS

"The Association of National Advertisers, with all the consideration which it has given to the matter, has not been able to suggest a solution of all the difficulties which would arise if any radical change were made. The agents are not trying very hard, and the publishers themselves are, as we have said, frankly committed to a policy of improvement of the present conditions, rather than to a complete change.

"Apparently a very considerable time must elapse between the recognition of the difficulties of such a situation and the complete removal of those difficulties. What has been accomplished since the previous meeting in Cleveland is, however, very important from two standpoints—first, as indicating a

desire on the part of the publishers and agents of a more responsible character to meet the demands and wishes of the advertiser, and a movement of considerable proportions in the direction of formulating means by which this could be done. This is evidenced by the following facts which have been brought out.

"1.—That some of the more progressive publishers are putting pressure upon the agents to give full value for their commissions or quit.

"2.—Agents' associations, which have been formed since our report in Cleveland, have been moving in the same direction. This is shown by the acceptance by a portion of these agents of the Standards of Practice promulgated through the department of the Associated Clubs.

"In other words, while rejecting all proposals to change the method of compensation, the agents themselves have recognized the pressure threatening their existence by doing all in their power to make themselves worth what they cost.

"The members of the Executive Committee feel, therefore, that the progress which has been made since the report in Cleveland indicates:

"1.—The importance which has attached to that report and the accompanying resolution, and

"2.—The sincere endeavors of a portion of the publishers and agents to recognize the grievances of the advertiser and to do what they can towards meeting those grievances with improvements in the conditions.

"On this basis your Executive Committee believe that the work of the Association in its agency-relations matters in the future should develop as much as possible in the direction of co-operating with the publishers and agents who have been endeavoring to improve the situation. By so doing we believe that our ideal need not be abandoned, but, on the contrary, that there will be a more rapid progress towards the desirable condition expressed in our resolutions, and that the evolution of the business from one stage of improvement to the other will bring about a situation infinitely better than anything which could be produced by an ambitious attempt at a complete solution at one stroke.

"Expressions were taken from

members present on various matters connected with the service and methods of payment of advertising agencies.

"The Association unanimously passed the following resolution:

"Whereas, This Association has taken a position adverse to the prevailing advertising agency system; and

"Whereas, While there has been since our last declaration a commendable effort upon the part of some publishers and of some agencies to better conditions, nevertheless none of the steps so far taken reach to the root of the objection; be it therefore

"Resolved, That we reaffirm our conviction that some change should be made so that the compensation for the agency service may be fitted to the amount and quality of the service rendered and may be a matter of agreement between the agent and the advertiser rather than between the publisher and the agent."

CIRCULATION AUDIT REPORT

The circulation audit committee, consisting of L. B. Jones, Eastman Kodak Company, Rochester, New York, chairman; J. B. Comstock, P. & F. Corbin Division, American Hardware Corporation, New Britain, Conn.; F. H. Gale, General Electric Company, Schenectady, N. Y.; O. C. Harn, National Lead Company, New York City; G. B. Sharpe, The De Laval Separator Company, New York City; and W. G. Snow, International Silver Company, Meriden, Conn., presented the following report:

"At the risk of making this report somewhat lengthy, your committee feels that it should start with the beginning of the activities of our organization in the matter of circulation audits. Some of the members are, no doubt, familiar with the work from the start, but the majority probably have not had time to follow it, and it now seems to be of great importance that each member should have full information as to what has been done as well as what we are now trying to do.

"The circulation audit work has now progressed far enough so that some of our members have been able to take full advantage of it. It is the hope of the Committee that the time will soon come when all publications of any importance will furnish to their ad-

vertising patrons authenticated circulation audits which give not only the total amount of circulation, but which, within reasonable limits, give the distribution, and, what is of even greater importance, how it is obtained. Indeed, some advertisers are even now insisting, with every order they give, upon the publisher giving a written promise of a circulation statement, audited either by the Audit Bureau of Circulations or by one of the certified accountants acceptable to the Association of National Advertisers.

AUDIT REVIEW

"Those of our members who have kept track of the work being done along circulation audit lines will recall that in April, 1913, a committee was appointed to take up the question of a uniform system of audits. In the earlier days of committee work it was our view—and still is—that the audit should be paid for by the publisher. It was also our view that the details of handling the audit should be in the hands of people who were paying for space, represented in our case by the Secretary or a proper committee of the A. N. A. It was desirable that the Association should, in starting the work, secure the co-operation of both publishers and advertising agents, and in order that all of the people interested might have an opportunity to express their opinions, invitations were extended to other organizations. and several committee meetings were held which were attended not only by committeemen from the Association of National Advertisers, but also by representatives of the Quoin Club-The Periodical Publishers' Association, The New York Association of Advertising Agents, The Farm Press Association, The American Newspaper Publishers' Association, and The Technical Publicity Association.

"During what might be termed the 'simmering' period, while these organizations were trying to perfect their plan of procedure and, in fact, were making splendid headway along that line, the Audit Bureau of Circulations sprang in-

to being. As you are aware, that Association provided for three classes of membership: publishers, advertising agents, and advertisers. The members of the old Association of American Advertisers went in in a body and some other advertisers have since joined. Dues for publishers were established on a sliding scale according to class and circulation, with annual dues for advertising agents at \$300 each and for advertisers at \$200.

"Just prior to the semi-annual meeting of our Association in Chicago, held a year ago, it looked as if there might be danger of two rival organizations in the field and that the rivalry might go so far as to make the work of both ineffective. Several conferences were held, however, and from these the spirit of harmony resulted, and at the Chicago meeting of this Association, referred to, a resolution was adopted to the effect that we still believed in the principle that the publisher should pay for the cost of the audit. Nevertheless, it was recognized that the Audit Bureau of Circulations should prove of great value to advertisers as an auditing organization, and it was decided that we should go on with our plan of getting out audit forms and arranging for a satisfactory list of certified accountants to make such audits for the publishers under our direction; the Audit Bureau of Circulations, however, to head the list of such auditors. The resolution adopted called attention to the fact that our members could get the audits from the publishers in the Audit Bureau of Circulations without paying for them, but went on to recommend that those members who felt that they could do so should join the Audit Bureau of Circulations in order to help along the movement.

"In order to be more than fair, the Audit Committee of this organization did not immediately complete its roster of approved certified accountants, but for the time being let the Audit Bureau of Circulations remain the one approved auditing organization. During that eight months' period

the Audit Bureau of Circulations made excellent headway, and, for that matter, has continued to make excellent headway. But at the annual meeting of our association in New York, last October, the point was brought up that, good as the work of the Audit Bureau of Circulations had been, there were some publishers of great importance who had not joined it, and who apparently would not join it. It was, therefore, decided to immediately complete the roster of certified accountants approved by the A. N. A., and, in short, to carry out the deferred action on the resolution of the association passed at our Chicago meeting in May, 1914.

"Since that date, therefore, your committee has been very active. It was necessary to carefully investigate the standing and ability of certified accountants to be selected as approved auditors. Upon the thoroughness of this depended a great deal; this work alone, therefore, took approximately three months. A number of meetings were held at which standardized forms for the separate classes of publications: magazines and periodicals, agricultural publications, trade and technical publications, daily and Sunday newspapers and weekly, semi-weekly and tri-weekly newspapers, were finally drawn up.

"In January a letter respecting our plan was sent to each auditor approved by the association, except the A. B. C.; a letter was also sent to publishers who had not joined the audit movement, and a letter was sent to advertising agents also, explaining the working details of the whole plan and enclosing in each case a complete set of all the printed forms or, in the case of the publishers, the necessary form for each individual publisher.

"It has necessarily taken quite a little time for the individual publishers to make arrangements with an approved certified accountant and for the audit to be made. However, in the few weeks since the working details have been completed, we are glad to announce that audits have already

Premium Advertising

as a selling agency of great effectiveness has declared itself in no unmistakable terms.

The buying public has positively approved being rewarded in useful premiums for making week-after-week, small purchases of specified brands.

The fairness is equalled by the merchant who accepts a cash discount for a quantity purchase, or spot-cash transaction.

Maximum business must come to manufacturers from many and continuous customers. The Hamilton Profit-Sharing Plan opens the way to new trade.

The manufacturer who does not fully know about the Hamilton Profit-Sharing plan and its permanent business-building possibilities ought to write us.

The Hamilton Corporation

2 West 45th Street

New York, N. Y.

1865



1915

Fifty Years of Printing Experience

A HALF CENTURY'S consistent adherence to the one purpose of producing printing of the highest grade has made *The Lakeside Press* the undisputed leaders in their chosen field. This policy compels us to control within our own organization all the elements that enter into a job—from art and engraving to binding.

Whatever you require—a catalog, booklet, mailing folder, or any other piece of advertising by letterpress or offset printing—art work, engraving, or bookbinding—we offer for their production

A Complete Service for Advertisers

including typographical experts, skilled printers, writers, artists, and our equipment of the most modern labor-saving machinery.

Our Advertising Service Department is part of this organization, to help you make every piece of your advertising a profitable investment.

We invite you to become acquainted with *The Lakeside Press*, believing our ability to better serve you will justify your investigation.

**AN INVITATION
TO VISIT THE LARGEST
HIGH-GRADE PRINTING
PLANT IN AMERICA**

**TO ASSOCIATED ADVERTISING
CLUB MEMBERS AND FRIENDS:**
We will have an exhibit of our products
and keep open house during the week of
The National Convention. A competent
guide will take you through the plant.

The Lakeside Press

R. R. Donnelley & Sons Company

Printers - Bookbinders - Designers - Engravers

Plymouth Place and Polk Street, Chicago

been made by A. N. A. auditors, are in process of being made, or will very shortly be made, on the following publications:

The Saturday Evening Post
The Ladies' Home Journal
The Country Gentleman
Cosmopolitan Magazine
Good Housekeeping Magazine
Harper's Bazar
Country Life in America
The Garden Magazine
Popular Mechanics Magazine
Judge
The Argosy
The All-Story Magazine
Railroad Man's Magazine
Western Farm Life
Brownell's Dairy Farmer (formerly Michigan Farmer)
Inter-Mountain Fruit Journal
San Francisco Chronicle
Motion Picture Magazine

and a number of other publications.

At a meeting of your committee, held on the 19th inst., it was decided that in future in order that the members of the association should have absolute assurance as to the authenticity of any audit issued on the forms of the Association of National Advertisers, the heading of the printed form should be made to read as follows:

CERTIFIED ACCOUNTANTS' CIRCULATION REPORT

(Note.—This form is issued by the Association of National Advertisers, but in order that publisher's audited circulation statement made thereon shall be recognized by or have any standing with the Association of National Advertisers, the audited statement must be countersigned by the Secretary of the A. N. A.).
(Countersigned)
Secretary, Association of National Advertisers, Inc.

..... 1915

"In some quarters there seems to have been some confusion among publishers as to the attitude of advertisers. (In a few cases it is the opinion of the committee that this confusion has been more assumed than real.) One advertiser might ask a publisher for an A. B. C. report; another might ask him for an A. N. A. report; another advertiser might tell a publisher that either an A. B. C. report or an A. N. A. report would be acceptable to him. Any confusion of this kind arises from the fact that this is the wrong way for an advertiser to speak of these audit reports.

They are all A. N. A. reports, for the Audit Bureau of Circulations is one of the approved auditors of the Association of National Advertisers and the members of the Association of National Advertisers accept the publishers' quarterly statements and the audits made by the Audit Bureau of Circulations.

"There is no rivalry between the two organizations. The Association of National Advertisers has many other things of importance to do besides carrying to a successful conclusion this matter of certified audits. The Audit Bureau of Circulations is simply an auditing organization and stands as one of our approved auditors.

"Some of our members believe it should be preferred above our other auditors because of the fact that it is devoting its work entirely to circulation audit work and should, therefore, become more expert at this particular kind of work than are auditors who do both circulation and general auditing. However, there are other members who do not agree to that and who feel that they would accept work of a first-class certified accountant in preference to the work of the A. B. C.

"It seems to your committee that on this point we can only wait for results. It will doubtless be a 'survival of the fittest.' The organization among all these auditors which gives the best service is the one that eventually gets the bulk of the work.

"It is just about a year since this work was actively started among publishers by the A. B. C. and a little less than four months only since the A. N. A. was in shape to show the publishers just what it asked of them. Already nearly all of the magazines of general circulation have agreed to give reports, through one of the approved auditors of the A. N. A.: about 72 farm papers; and about 630 newspapers. Thus far only a few trade and technical papers have expressed a willingness to have an audit made. But enough has been accomplished so that this report is submitted, in the hope

that advertisers are now in a position to get definite good from the work that has thus far been done.

"The sincere publisher who has in the past told the truth about his circulation, has nothing to fear from our plan. The expense of the audits is not at all great in comparison with the advantages to be derived from them by the publisher. In the past, many publishers have unquestionably been annoyed by unreasonable requests and have had to make up and supply several different kinds of reports to satisfy the ideas of different advertisers. When our present forms are properly filled out, it seems as if the latter should satisfy anybody.

"Your committee has supplied the machinery whereby publishers can get properly certified audits into the hands of advertisers, and whereby advertisers can have their information at hand on forms that are standard and can be conveniently referred to. Publishers and the members of our own organization have been notified as to the facilities for the giving and receiving of information which every advertiser is entitled to and which it is to the benefit of the honest publisher to give out. It now remains for the publishers and advertisers to use to mutual advantage the facilities that have been put into their hands."

Crittenden With Regal Motor Car Company

G. A. Crittenden, formerly sales and advertising manager of the Krit Motor Car Company, of Detroit, is now head of the sales promotion department of the Regal Motor Car Company.

Faurote Joins Lesan Agency

Fay Faurote, formerly of the McCann Agency in Detroit, has joined the H. E. Lesan Advertising Company, which has recently opened a Detroit office.

Anderson Sales Manager for Hupp

Lee Anderson, recently appointed advertising manager of the Hupp Motor Car Company, Detroit, has been made sales manager to succeed Fred A. Harris, resigned.

Can the Wall-paper Men Save Their Market?

CHICAGO, April 27, 1915.

Editor of PRINTERS' INK:

Changes of taste, superinduced by intelligent advertising, promise to give some of our old-established industries a painful jolt.

There is the wall-paper business, for instance, advertised as little as anything I know of. I recall that years ago Alfred Peats advertised his prize wall papers on an extensive scale, but that campaign has disappeared and none others have taken its place. Is the reason that manufacturers of wall paper think that that article has an unchangeable demand and that no effort is needed to hold the market they now have?

Judging as a rank outsider, they should change their minds. They have not the market "cinched" by a long ways. Not only are the manufacturers of wall boards like the Beaver Company cutting into the market for wall paper, but the manufacturers of paints are turning out tints and are conducting a strong campaign for tinting walls instead of papering them. Listen to this little extract from "The Little Blue Flag," the house organ of the Lowe Brothers Company, large manufacturers of Mellotone: "Wall paper is recognized as being unsanitary and generally unsatisfactory. The fantastic and intricate designs have given place to plain solid colors and tints which give a soft and restful effect."

On the strength of this appeal and others like it Mellotone and like products are working their way into schools, churches and homes on an increasing scale.

Advertising has shown its power heretofore to hold a declining market and if the wall-paper people would wake up they have a fighting chance yet to keep a good share of their patronage.

But will they wake up?

CURIOUS.

Accession to Atlas Agency Staff

H. McHarg Davenport has become associated with the Atlas Advertising Agency, Inc., New York. He has been acting recently as publicity agency of the Bahamas Colonial Government and Florida East Coast Hotel Company, and before that was with the Tucker Agency, Inc.

Corn Harvesters in Farm Papers

The Mace Advertising Agency, Peoria, Illinois, is issuing orders to about 25 farm papers from the Mississippi River and Eastern States for the Love Manufacturing Company, Lincoln, Ill., manufacturer of corn harvesters.

Herbert N. Casson has been elected president of the Publicity Club, of London, Eng., succeeding Charles F. Higham.

Does Summer Advertising Pay?

Believing that many lines could be profitably advertised in farm papers during the summer months

Farm Stock & Home

MINNEAPOLIS, MINN.

in 1911, announced a special rate on full page copy to be used in June, July and August—and that no decrease in circulation would be made during these months.

In spite of the fact that this announcement was not made until late in the spring, five of its six cover pages were sold before summer was half gone.

The following year—1912—**Farm Stock & Home** repeated its special summer rate offer and again sold every one of its back covers except one. In 1913 it sold five out of six; and last year six out of six—in addition to eight inside pages among which was included a double-page spread.

Today **Farm Stock & Home** hasn't a single back cover left in any issue during June, July or August, and nearly all second and third inside cover pages are spoken for.

A few choice inside positions are still open for a few more advertisers who want to make money this summer. First come first served.

Page rate during June, July and August only—\$275.

Circulation over 122,000

Member Audit Bureau of Circulations

REPRESENTATIVES

Chicago
J. C. Billingslea,
1119 Advertising Bldg.

St. Louis
A. D. McKinney
Third National Bank Bldg.

New York
A. H. Billingslea,
No. 1 Madison Ave.

CHICAGO AMERICAN



Notice to all MANUFACTURERS!

The trade in Chicago and—its environment—is worth more to you—in dollars and cents—than that of these **TEN STATES** combined:

North Dakota
South Dakota
Rhode Island
New Hampshire
Montana

Utah
Idaho
Delaware
Wyoming
Nevada

In and around Chicago—there are 3,650,000 people—the total population of the ten states is 3,639,000.

You'll find more to interest you
at the Big World's Advertising Fair in
Chicago.

*Fill
Out
Coupon
Opposite*

CHICAGO EVENING AMERICAN

CONVENTION
OF
ASSOCIATED
ADVERTISING
CLUBS
OF THE
WORLD
1915

Don't Fail to Go on the "Little Journeys" to Chicago's Big Advertisers

which the *Chicago Evening American* has arranged for those who will attend the Convention of the Associated Advertising Clubs of the World—in Chicago, June 20th to 24th.

We want *you* to be our *guest* on these practical, educational trips—through cosmopolitan Chicago—with its 876,288 foreign born population from all parts of the world—its army of 754,570 citizens—American born of foreign parentage—and its 806,668 American born of American parentage.

Fill out your coupon now, and send it in—we'll reserve your seats in the "Little Journeys auto to Chicago's Big Advertisers"—and you'll find waiting for you at your hotel—The *American's* Surprise-Welcome—something you'll want to take back home.

**CHICAGO EVENING
AMERICAN**
Chicago

Chicago
Evening American,
Chicago

Count me as one of the
"Little Journey" tourists. Have
one of the Welcome-Surprises
for me and the ladies of my party.

Name.....
Business Address.....

Hotel in Chicago.....
Ladies' Names.....



WHAT "PUNCH" IS

THE most famous and most widely quoted humorous paper in the world.

Is SEVENTY-FOUR years old. SEVENTY-FOUR years "young" is more expressive of its virility.

Always prosperous and popular, is now at its zenith of fame, influence and prosperity.

Has a marvellous standing and influence throughout the world. Wields wonderful power in politics and social life, and is one of the essential British Institutions.

Is the only high-class illustrated paper in London declaring and guaranteeing its Net Sale.

Was the first such paper in London to state and guarantee Net Sale, and is so far *the only one* in its class so to do.

Has had a Net Sale of over 100,000 copies weekly for several years. Rates are based on 100,000 Net Sale per week, but the War has run Net Sale up 50 per cent.

During 1915 rates will not be increased, so this is a bargain year for advertisers.

Advertising space is absolutely limited. Many thousand dollars' worth of desirable advertising, coming in at busy times, is annually declined on account of this limit.

Advertising of better-class goods only is desired, as "Punch" sells to moneyed and better-class people.

Perhaps I know the answer to questions you would ask about British trade.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E. C., England

Planning Features for Chicago Convention

Associated Advertising Clubs of the World to Be Shown How to Work with National Commission—Departmental Sessions Have Day and a Half—Night Pageant Expected to Outdo All Parades

WILLIAM HALE THOMPSON, Chicago's new mayor, has just issued a proclamation setting aside the week of June 20th to 26th as advertising week. In the dictum the people of Chicago are urged to put forth every effort in welcoming the delegates to the convention of the Associated Advertising Clubs of the World, which will be held during that week, and merchants are invited to put in window displays of advertised trade-marked goods.

Mayor Thompson has also consented to represent the city of Chicago at the formal opening of the convention on June 21st. Governor Dunne will represent the State. Chief of Police Healey, for eight years a member of the Advertising Association of Chicago, will officiate as Grand Marshal of the advertising pageant to be held Monday night. Permission has also been secured to erect a grandstand in Grant Park which will seat 3,000 persons. From this grandstand the officials of the A. A. C. W., the Governor and the Mayor will review the parade.

The outstanding practical features of the programme for the Chicago Convention will be the Departmental Sessions, and the report and proceedings of the National Commission, created at Baltimore and made legal at Toronto last year. Both of these features have to do with the organization of the field by interests and not by clubs. The effort will be made in Chicago to make the organization more definite and complete along these lines. At the same time there will be no lack of general and club activities, as may be seen from the programme as far as it has been drafted by Chairman Douglas N.

Graves and his coadjutors on the programme committee, H. S. Houston, W. C. D'Arcy, A. E. Chamberlain and George L. Emmerich. Outside of the business sessions, the Night Pageant is the big thing.

There will be fifty sermons delivered by laymen in the leading churches of Chicago on Sunday forenoon, June 20, and Sunday afternoon there will be a big mass-meeting, which will be addressed by some speaker of national note.

Monday forenoon of the convention will be devoted to the usual speeches of welcome and responses, to the reports of President Woodhead, officers and committee chairmen and new business.

Monday afternoon is to be a session devoted to inspiration. Three inspirational addresses are planned, one on "Commerce and Christianity," another on "Building an Industrial Conscience," and another on "Education and Business, or The Influence of Education upon Business Morality." The first of these addresses will be given by Bishop Warren A. Candler, of Emory University, Atlanta, Ga. Henry D. Estabrook, of New York City, may speak from the legal standpoint on the second subject.

Between these three speeches on Monday afternoon there will be the presentation of the Baltimore Truth Trophy and of the Kalamazoo Cup.

THE PAGEANT

Monday evening there will be a street pageant, "the like of which," says J. C. Hauser, secretary of the pageant committee, "will probably never have been equaled anywhere before."

"There will be dozens of attractive floats containing striking exhibits of national advertisers. Each float will be constructed specially for the occasion and will be a work of art. A rigid censorship is to be enforced in eliminating any factors that might cheapen a high-class representation of nationally advertised goods."

"Many national advertisers are realizing the wonderful opportunity they have to exhibit their

product in an effective and striking manner before an audience of five hundred thousand people at only the cost of constructing an attractive float. Any intending advertiser may get in touch with the Pageant Committee, care of the Advertising Association of Chicago, or myself.

"Another feature of the Night Pageant will be the competitive fight for honors between the various marching clubs, representing advertising clubs from every section of the country. Many original ideas have been developed for making the best appearance, and each club will march in costume.

"There are also some sensational features that cannot be disclosed.

"The Pageant will take three hours to pass a given point, and the line of march will be a continuous 'Gay White Way.' The illumination factor has already been figured out, and moving pictures will be taken at various points of the parade.

GENERAL SESSION TUESDAY

"Tuesday forenoon there will be a joint session of three-quarters of an hour in the Auditorium Theatre of all the departmentals, called at 9:00 o'clock. It is called for the purpose of acquainting every unit of advertising affiliated with the A. A. C. W. with the particular functions of the National Commission. The National Commission has everything to do with the creation of Departmental Units, and it is stated to be highly essential that before the different units assemble in the rooms assigned for their special work during Tuesday and Wednesday, they should be acquainted with all facts regarding the Commission, so that their work and organization in themselves may be intelligently followed out.

"At 10:00 o'clock this same Tuesday morning the departmentals will meet in their respective halls, and the balance of Tuesday forenoon, all of Tuesday afternoon and Wednesday forenoon will be given to these departmentals.

"On Tuesday and Wednesday evenings the Chicago Advertising

Association will entertain the delegates at the Auditorium Theatre with a show called 'The Chicago Advertising Frolic.'

"Wednesday afternoon will be given up wholly to a separate session for educational and vigilance matters.

"Thursday forenoon there will be the reports of various committees, the report of the National Commission, and an Open Parliament.

"Thursday afternoon there will be the presentation of trophies, unfinished business and the election of officers.

"Thursday evening there will be a big meeting, which will close the convention. This meeting will be devoted to advertising and commerce, and at this meeting will be presented the PRINTERS' INK Cup and the chief address of this evening will be delivered by John H. Fabey, president of the Chamber of Commerce of the United States of America.

"The usual advertising exhibit, which has been a feature of the last three conventions, is all being prepared."

P. F. O'Keefe on New England Opportunities

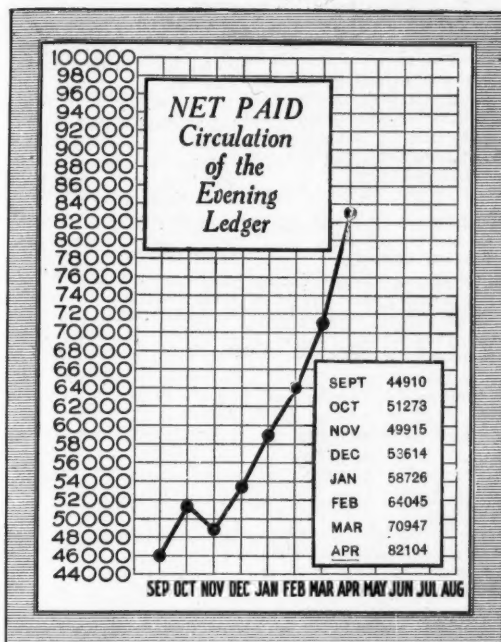
Members of the Six Point League were told the possibilities of advertising development in New England by Major P. F. O'Keefe, former president of the Pilgrim Publicity Association, at the luncheon held on May 4 in New York.

The methods used by the Pilgrim Publicity Association to interest New England business men in advertising were discussed in some detail by Major O'Keefe. He told of the organization of a magazine section of the association which had for its purpose the advancement of national advertising. He showed how the Six Point League members might help organize a similar bureau backed by newspaper men.

At the luncheon Dan A. Carroll was appointed as the representative of the league on the committee of the bureau of advertising of the A. N. P. A. Mr. Carroll asked for time to consider the appointment before accepting.

Boyd Is Beech Nut Advertising Manager

R. S. Boyd is advertising manager of the Beech Nut Packing Company, of Canajoharie, N. Y. He has been in charge of sales promotion. He succeeds J. S. Fasoldt, recently resigned.



A daily average of **82,104** copies of the Evening Ledger sold during April!

This increase of **11,157** copies per day over the March average marks a high-record gain as well as a new high-record average.

National advertisers are fast recognizing the compelling power of the Public Ledger-Evening Ledger combination. The gain in advertising is even greater than the gain in circulation.

Combination rate—**25c** per line flat.

PUBLIC LEDGER-EVENING LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA

Why Europe Is Strong in South Amer- ican Trade

Railway and Industrial Loans Held
by England and Other European
Countries Account for Hold on
South American Market—War
Causes Shrinkage of Latin Amer-
ica's Producing Power

By James A. Farrell

President of the United States Steel
Products Company

AT the beginning of the European war more than five billion dollars of British capital had been invested in Latin America, while investments of French capital were variously estimated at from four hundred million to one billion two hundred million dollars, and German investments at somewhat less. The Latin-American natural products imported for the life and industry of the British Isles were largely paid for by earnings of British gold invested in securities of Latin-American governments and in the shares of enterprises in those countries, such as railroads, steamship lines, plantations, mines, manufacturing industries, nitrate fields, etc. Moreover, this British investment ensured preference for British exports, as a railroad financed in Great Britain was usually equipped with British materials and British mines were operated with British machinery, etc.

German investment was accompanied by still greater financial influence, as the German industrial system contemplated the importation of raw materials, their fabrication into a much greater volume of products than Germany herself could consume, necessitating a wide export market for the surplus. In accordance with the German policy, industry and finance were closely allied, various classes of manufacturers concentrated their resources, supported by the great German banks and upheld by a constructive governmental pol-

Portion of an address delivered before the American Academy of Political and Social Science, at Philadelphia.

icy which molded diplomacy, education and national thought to the extension of Germany's influence in world trade, with the result that there was a steady advance in demand for German goods in Latin America.

This influence of financial Europe steadily gained in power in every republic from the Rio Grande to Cape Horn, but its effect was neutralized by American investment in such countries as Mexico and the chain of states extending to Panama and the West Indies. Large American holdings in mines and plantations, fruit-trade investments, railroads, tramways, light and power plants and steamship lines, coupled with our greater familiarity with the markets, a fairly considerable American population, and the influence of travel and associations, have combined to create an equal opportunity for American goods in the countries north of Panama and in the Caribbean.

CURTAILING INVESTMENT CAUSES SHRINKAGE OF TRADE

Those whose enthusiasm led them to believe that, with Germany out of the race for trade, the United States could immediately gain the export trade formerly enjoyed by that country, failed to consider the fact that Latin-American producing power had shrunk by reason of the curtailment of British investment and the loss of the German, Austrian and other customary European markets for their products. More thoughtful exporters realized that the mechanism of commerce must be restored before present business could be taken care of, leaving aside the question of a greater future trade.

Immediately the war assumed its present gigantic proportions it was plain that the producing power of Latin America had dwindled to the value of its exportable products, and much depended, therefore, upon the state of crops, such as wheat in Argentina, coffee in Brazil, etc.

Of greater importance than the interest rate is the creation of a
(Continued on page 77)

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Immediate National Publicity

Within three days after the Lusitania was torpedoed, or on Monday May 10th, a complete copy of The Digest (68 pages) was in the mails.

You can appreciate the keen reading and close attention we demand with a news service that is up to the minute.

We have been a big weekly for years but it took this great war with its succession of world interest events to point out to hundreds of thousands just how big and how valuable a publication we are.

Within ten days we receive copy, print it and bring a reply.

The Literary Digest

380,000 Circulation (May 1915)


315,000 Guaranteed

65,000 Surplus

*\$1.75 per line until September 18th, 1915
Copy in New York May 20th will appear May 29th*



Radnor-the NEW
ARROW
COLLAR
for Summer
CLUETT, PEARSON & Co. Inc. - Makers
2 for 25¢



Three Smart Summ...
Dorset Standard
ARROW
CLUETT, PEARSON & Co. Inc. - Makers

Arrow Collars have been advertised continu

APPEALING TO T

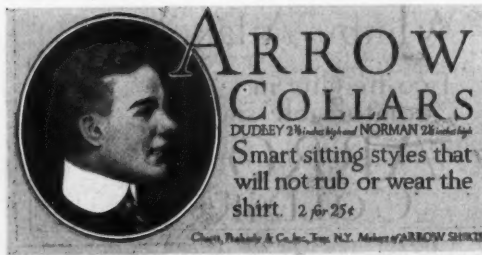
THE desire to look well is elemental
most directly, most simply, and
desires is the most effective advertising
Pleasing pictorial suggestion convey
a glance and instantly arouses des
repetition of such suggestion is th
in advertising.

STREET RAILWAYS AD

CENTRAL OFFICE
First National Bank Bldg., Chicago

HOME OFFICE
Candler Bldg., New York

Arrow Collars have a larger sale than any



ARROW
COLLARS
DUDLEY 2 1/2 inch high and NORMAN 2 1/2 inch high
Smart sitting styles that
will not rub or wear the
shirt. 2 for 25¢
Cluett, Pearson & Co. Inc., N.Y. Makers of ARROW SHIRTS



BELLFORD
AR

Smart Summer Styles in



OW COLLARS

BY THE MAKERS OF ARROW SHIRTS

Nassau J

A smart soft silk

ARROW

COLLAR

2 for 25¢



CLUETT-PENABODY & CO. INC. - MANHATTAN

d continuously in Street Cars for ten years.

ING TO THE SENSES

is elemental. Advertising that appeals
mply, and most frequently to elemental
e advertising.

on conveys an advertiser's message at
rouses desire. The hourly and daily
tion is the most powerful sales force

WAYS ADVERTISING CO.

HOME OFFICE
er Bldg., New York

WESTERN OFFICE
Humbolt Savings Bank Bldg., San Francisco

than any other brand of collars in the world.

BELFORD

As

ARROW

COLLAR

A comfortable and
smart Notch Collar
for Summer

15¢ each 2 for 25¢

Cluett, Penabody & Co., Managers




Whitby - Atlanta

(MEDIUM) (WIDE)

Two heights in
comfortable smart

ARROW

COLLARS



To Automobile, Tire and Accessory Manufacturers

Mr. Richard A. Leavell is a graduate of Armour Institute, —has had several years' experience in garage work,—has been in the engineering departments of several well-known firms in the motor-car industry,—and has served on the technical committee in contests at Elgin and Indianapolis. He is now employed by the Department of Engineering Extension, Iowa State College, at Ames, as lecturer in charge of Automobile Institutes. His work is demonstrating and lecturing to farmer motor-car owners. The college calls it the "Know-Your-Own-Car-Extension-Work."

This service is filling a real want, meeting with the most enthusiastic response from farmers, and is a permanent part of the Ames Engineering Extension Work. Because of the real value of this work, American Farming has arranged for a series of twelve articles by Mr. Leavell, based on his lecture course and experience with farmers' cars on country roads.

These articles appear exclusively in American Farming and began in the May issue with an introductory by the Editor on "THE AUTOMOBILE and the COMPLETE FARM." The eleven subsequent articles will deal with securing service from the car. The following will indicate some of the subjects to be covered:

Care of the Running Gear of the Car.
Proper Lubricants for and Lubrication of Universal Joints, Transmission, and Axle.
Gasoline and Carburetors.
Cooling System, Care and Abuse.
Tires, Tire Abuse, Simple Tire Repairs.
Identification of Some Simple Ignition Troubles.
Care of the Electric Self Starter System.
Account Keeping—"What Does Your Car Cost You?"
Monthly Question Box.

These articles will be illustrated with photographs and drawings. Judging by the splendid results obtained from Mr. Leavell's work in the field, this series of articles will accomplish much in promoting motor-car "service" to farmers. We believe it will prove equally valuable to the entire Automobile Industry.

American Farming
Estab.
1906

DUANE W. GAYLORD, Publisher

Chicago

Paul W. Minnick, Eastern Rep., Marbridge Bldg., New York.

greater export market for American manufactures through railway and industrial loans. By reason of European investment, the area into which we can expect to send American exports is restricted. For instance, in view of the fact that railways promoted by European capital are confining their purchases of materials to Europe, our only field for railway supplies and equipment has been the Government railways. When the output of American factories is increased by foreign investment, the investment becomes in reality domestic and its encouragement by the United States Government should naturally be expected. Upon this attitude will depend largely the future of American business enterprise abroad. The awakened interest of the entire American business public in the possibilities of Latin-American trade is a great assurance of future increase.

Hosiery Makers Tell How to Get Good Wear

The makers of "Delmar" hose are conducting a "Service First" educational campaign through a small leaflet attached to each pair of hose. The first talk is as follows:

"Service first is what you are looking for in this pair of pure thread silk hose. We recommend the following:

"Size of hosiery—A half size larger than you wear in cotton will add to the service.

"Garter Clasps—The double welt on the top of this hose is made special and reinforced for the garter clasp. Don't clasp your garters in the silk.

"How to Put on Silk Hosiery—Roll the stocking up in your hand until only the foot is clear, then pull on over your toes snugly, then pull over the foot. Unroll easily until stocking is fitted. Use care and you will get good wear.

"Wash in lukewarm soapy water only, do not rub soap direct to the fabric, and never use hot water, strong soap, or lye. Ivory soap is recommended. Do not dry in sun or even in a strong light."

Advertising a Kitchen Table

The Bohn Sanitor kitchen table with a white porcelain top is now being advertised by the White Enamel Refrigerator Company, St. Paul, Minn., makers of Bohn Syphon Refrigerators.

Joins "Every Week"

Harry L. Welker has left the Standard Fashion Company, New York, to join the organization of *Every Week*.

Reviving Sales for a Cigar Long Popular

RAPID-FIRE localized campaigns are being operated now by the United Cigar Manufacturers' Company to boom the sales of the Owl cigar. E. F. Ames, advertising manager of the company, returned to New York recently from Kansas City, where he had charge of the work on the firing-lines.

Close work with the dealers was accomplished and window displays were placed in 450 stores. An Owl cigar was given away with every 25-cent purchase of other cigars. In Kansas City, Mo., 160 billboards were used and 40 others in Kansas City, Kan.

The newspaper and other copy has been built around the phrase, "and they said i couldn't come back." A Southern campaign is



"-and they said i
couldn't come back"

OWL 5¢
CIGAR

HALF-PAGE NEWSPAPER COPY

under way, and the Chicago market will also be invaded.

In discussing the campaign, Mr. Ames said:

"We mapped out an out-of-the-ordinary campaign to cover about thirty days in the various territories. We wanted to wake up the buying public to our cigar. We propose to settle down and use outdoor displays after the other campaigns have been completed."

Half-page space was used liberally in the newspapers.

Regina "Leader's" New Advertising Manager

G. H. Tyndall has been appointed advertising manager of the Regina, Sask., *Leader*, to succeed M. I. Hutchinson, appointed business manager of the Edmonton *Bulletin*.

Advertising Now Has Its "White Paper"

Dispute Between the Ward & Gow Interests and the Brooklyn Rapid Transit Company Causes Publication of "Diplomatic Correspondence"—"Fame" Calls It a "Breach of Brooklyn's Neutrality"

AS briefly stated in PRINTERS' INK for May 6, Brooklynites traveled to Manhattan on the morning of May 1st minus newspapers, chewing-gum and advertisements. The famine was caused by the failure of the Brooklyn Rapid Transit interests (locally known as the B. R. T.) to get together with the Inter-

at midnight, April 30, and from that hour until the gray of dawn a small army of B. R. T. employees was hard at work removing car-cards, obliterating posters with sheets of white paper, and pasting up the slots of vending and weighing machines. It is asserted that even the mirrors on the gum-dispensers were put out of commission, as an additional hardship upon the feminine population, but the report lacks verification. The newsstands on the elevated structure remained closed.

Now the Inter-City Car Advertising Company is very closely affiliated with Ward & Gow, which controls the advertising in the subway and elevated lines oper-

ated by the Interborough Rapid Transit Company. And in Artemas Ward (trading as Ward & Gow) the company has a very sturdy champion indeed, whence comes the "white paper" mentioned in the heading above. The former advertising manager of Sapolio has a facile pen, a strong sense of humor, and a house organ entitled "Fame." The May issue of the latter is devoted to "The War, Who Caused It?" and contains "Official documents and other diplomatic—and undiplomatic—correspondence relating to the breach of Brooklyn's neutrality by Kaiser Williams and the resulting declaration of war between Transit and Advertising."

"Kaiser Williams" is Timothy S. Williams, president of the B. R. T., and the text of the issue is largely composed of reprints of the correspondence between Mr. Williams and "Sir M. J. Cohn," president of the Inter-City Car



TYPICAL SCENE SHOWING DEVASTATION IN WAR ZONE—ON THE RIGHT IS SEEN SPIRE OF CHURCH STILL STANDING

City Car Advertising Company in that meeting of minds which would produce a renewal of the contract which had subsisted for several years past.

The contract aforesaid expired

Advertising Company, with numerous letters by Mr. Ward interspersed. It has quite the flavor of the diplomatic papers issued by the European belligerents, but, lest the "war" be taken too seriously, a healthy sprinkling of cartoons is provided, some of which are reproduced herewith. There is also a group of reprints from the New York daily papers, a "dialogue" between a foreman and a B. R. T. conductor and motorman on the scene of action, and some verses which deal more or less with personalities.

Mr. Ward's side of the case is briefly summed up as follows:

"The Inter-City Company had suggested arbitration under a temporary extension for thirty days—had offered to show its books to offset the assertion that the rental which it was paying was 'absurd' or 'ridiculously low,' had asked in five separate letters for a fifteen-minute interview, assuring Mr. Williams that all questions could be cleared up in that short time—but to all these friendly proposals, the only answer was 'first state the maximum figure which you will pay for the privileges,' which would be asking us to bid against ourselves, and might be used (however improperly) as a justification on the part of the Brooklyn Rapid Transit Company, if they sought to let the privileges to some one else at a slight advance, on the ground that we had made our maximum offer.

"Our stands and slot-machines are closed—our advertisements (largely the property of individual advertisers) have been wantonly defaced—two hundred families suddenly deprived of their cus-

tomary revenues—the traveling public greatly inconvenienced—our property damaged, and our rights ignored—the interests of the Brooklyn Rapid Transit Company injured to an extent which its officers will realize in the near future—and we are forced to substitute a judicial hearing for our fifteen-minute interview, so often solicited and as often denied."

Mr. Williams declares that, owing to the fact that there was a renewal clause in its contract



PATHETIC SPECTACLE OF AGED BROOKLYNITE DISCOVERING
LOSS OF EYESIGHT

with the Inter-City company, the latter warned the Public Service Commission that the B. R. T. had no right to let a contract to anybody else. This, Mr. Williams says, prevented him from getting any bids from other sources, and he was unable to come to terms with the holder of the option. As suggested by Mr. Ward, the merits of the dispute will be threshed out in the courts, but in the meantime the "white paper" will stand as a rather unique document in advertising annals.

Davies' Report to President Wilson on Sales Methods

The Late Commissioner of Corporations, Now Chairman of the Federal Trade Commission, Examines Efforts of Manufacturers to Remedy Defects in the Selling System

Special Washington Correspondence

JOSEPH E. DAVIES is the author of a report just submitted to the President regarding sales methods in the farm-machinery and vehicle trades. This has an interest apart from the subject matter, inasmuch as Mr. Davies is chairman of the Federal Trade Commission. The report, however, is submitted by him as the recent Commissioner of Corporations.

The report discusses the activities of manufacturers in their associations in regard to such vital topics as price-maintenance, the "rights" of dealers and mail-order houses to local demand, the efforts to reduce the cost of selling, etc.

LAWS THE IMPLEMENT DEALERS WANT

Those who do not care to devote time to reading the full volume of 300 pages may obtain an excellent summary and digest from the preface which takes the form of a letter of submittal to the President. In this letter Commissioner Davies declares that, while a large part of the activities of makers and sellers of farm-operating equipment "are proper for the protection of legitimate interests," there are others "of doubtful legality which tend to limit the field of competition and to enhance prices." A significance in this report that will not be lost upon producers and promotion interests in all lines lies in certain seeming indications of the governmental attitude with respect to those forms of organization whereby manufacturers and dealers co-operate for the common good. Indeed, to study the methods of such associations was avowedly the primary object of the investigation chronicled in this report.

State and national legislation to

prevent misrepresentation in advertising is favored by organized dealers in the implement trade, declares Mr. Davies, "because of the belief that such laws would compel a modification of claims made in mail-order advertisements." He continues: "Their opposition to the mail-order houses has also been the reason for favoring a Federal law to compel all manufacturers to brand their names upon their products in order to identify manufacturers who sell to mail-order houses." Pressure upon the farm press is reported by Mr. Davies in the same part of his letter to President Wilson. He says: "The organized manufacturers and dealers have also made earnest efforts to curtail the advertising facilities of mail-order houses by persuading manufacturers who sell through dealers not to advertise in farm papers which contain mail-order advertisements or encourage buying from mail-order houses."

Advertising is seized upon as one means to the end of combating direct sales and sales through irregular dealers, which, as Mr. Davies sees it, is a main inspiration of organized effort. "The fundamental idea of the federated associations of implement and vehicle dealers," he says, "is that 'to the retail dealer belongs the retail trade.' They insist, especially, that it is wrong for any manufacturer who sells through regular dealers also to use any other method of distribution which threatens to impair the trade of the dealers. Hence, they offer vigorous opposition to direct sales to farmers, to sales made through irregular dealers and to sales through mail-order houses."

Continuing, the report says: "Opposition to these forms of distribution is based on the claim that sales so made are made at

The St. Louis Times

Remarkable Net Circulation Growth in One Year

DAILY AVERAGES

Net Paid Circulation
for April, 1915,



99,576

Net Paid Circulation
for March, 1915,



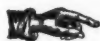
94,973

Net Paid Circulation
for First Four
Months of 1915,



93,241

Net Paid Circulation
for First Three
Months of 1915,



91,129

Government State-
ment, One Year Ago.



81,027

The Youngest Newspaper in St. Louis.

*The Biggest Paper of
Its Age in the World*

Lane & Bean Inc.

New York

Chicago

Detroit

Boston

Advertising Agency **Announcement**

MARTIN V. KELLEY, formerly Vice-President of the Charles H. Fuller Company, begs to announce that he has taken over the interests of the Toledo Office of that Agency, and will establish an entirely separate and complete advertising agency organization known as—

The Martin V. Kelley Co.

Second National Bank Building

Toledo, Ohio

Incorporated, Capital \$200,000

Effective June 1, 1915

Martin V. Kelley,
President

R. E. Keller,
Vice-President

prices which are demoralizing to the trade of the regular dealer, who is obliged to maintain a store with a stock of goods sufficient to meet the demands of the locality. The dealers' associations contend, further, that the plan of selling through a regular dealer is more economical for the manufacturer than any other form of distribution, and that the dealer renders better service to the farmer." Emphasis is laid upon the fact that, in the trade lines under investigation, the manufacturers agree with their distributors on this score. The report says: "The claim of the dealers to the retail trade has been indorsed by the National Implement and Vehicle Association. The latter, and also various jobbers' organizations, have co-operated with the dealers in enforcing this claim. The dealers' associations have facilitated such co-operation in various ways, including the publication of directories containing the names of regular dealers."

DEALERS DON'T KNOW WHAT COURSE TO PURSUE

How to enforce the claim of the local merchants to the retail trade is, as Chairman Davies sees it, the most difficult phase of the sales proposition. He says: "The great problem of the dealers' associations has been to find some lawful means by which the members may be notified of the name of any manufacturer who declines to confine his trade to the regular dealer. The adjustment of complaints against individual manufacturers who have made direct and irregular sales has been an important part of the work of the dealers' associations. When a complaint of this sort is filed with one of the associations, its secretary endeavors to arrange a settlement, sometimes by collecting a commission and securing a promise that such sales will be discontinued. Most complaints are adjusted by the secretary. Complaints which cannot be settled in this way are referred to a committee of the association, before whom the manufacturer is sometimes invited to explain his position.

"Members of some of the earlier dealers' associations agreed to withdraw their trade from manufacturers who refused to settle complaints to the satisfaction of the dealers, and until within the last few years the names of such manufacturers appear to have been freely discussed before the entire membership of the various dealers' associations. An attempt in 1905 to install an information bureau to furnish dealers with the names of offending manufacturers and jobbers was not carried to completion owing to some doubt as to its legality. Members of the various associations have been notified, however, that upon request to the secretary of the association of which they are members they could be furnished with information as to the trade policy of any manufacturer.

"Court decisions adverse to such activities of dealers' associations and investigations by the Government have caused the federated implement and vehicle dealers in recent years to be cautious in handling complaints. At present the federated dealers' associations appear to rely principally upon the National Implement and Vehicle Association (of which almost every important manufacturer in the farm-machinery industry is a member) and the various jobbers' clubs to persuade their members to confine their trade to the regular dealer. There are some manufacturers, however, who will not sell exclusively through regular dealers unless they are compelled to. The dealers desire, therefore, to create amongst such manufacturers a belief that the dealers will withhold their patronage if they persist in ignoring the dealers' claims."

It is related how dealers' associations in this trade acted with the National Federation of Retail Merchants, with which they are affiliated, in endeavoring to secure legislation from Congress at its last session under which retail associations may legally furnish their members with information regarding manufacturers whose trade policy they object to. Concluding his observations on this

phase of the trade situation, Mr. Davies says: "While the organized dealers disclaim any intention of maintaining a black-list or of instituting a boycott against anyone, it is clear that if they be permitted to disseminate information of this character, those loyal to the principles of their associations would refuse to continue business relations with offending manufacturers even in the absence of an express agreement to do so."

PROBLEM OF PRICE-MAINTENANCE

Control of retail prices is, in the estimation of the author of this report, a consideration that is in this trade second only in importance to the one above mentioned, and the evidence assembled on this subject is likely to prove of value to manufacturers and advertisers in all lines by reason of the fact that it goes quite extensively into the details of the operation of the "local clubs" which have proved, in the implement and vehicle trade, an effective instrument for price-maintenance. Says the report: "The prevention of price-cutting among retailers and the raising of retail prices have been a matter of great concern to the implement and vehicle trade. The associations of dealers have sought from the beginning to discourage the practice of price-cutting, and certain small associations in some instances have attempted to fix the prices at which their members should sell. Later the principal associations gave considerable attention to the possibility of securing greater harmony among competing dealers by the organization of local clubs. At the meetings of these clubs the question of prices was often discussed.

"Some implement manufacturers have sought the solution of this problem by fixing retail prices in their agency contracts with dealers, a practice which has been expressly favored by some dealers' associations. In 1909 a movement was inaugurated by the organized manufacturers to secure the co-operation of all classes of the trade in aiding retailers to secure higher prices, by educating them

to the necessity of computing all items of expense in fixing their prices. Cost suggestions enumerating such items were prepared by the manufacturers and given wide circulation among the dealers. The fact that the dealers were urged to include in their costs allowances for interest on investment, rent of buildings owned and used and salary for the owner of the business clearly shows that these cost suggestions were intended as a method of establishing a basis at which dealers could sell at a profit.

"The success of this plan, however, requires that it be followed by all dealers in the same locality. The organized manufacturers and dealers, therefore, undertook a campaign to promote local clubs, which should include all dealers in each locality. The local clubs were urged to adopt these cost suggestions, but to avoid price agreements. The manufacturers' association has suggested that each local club should ascertain the average percentage of selling cost to sales for all of its members. The use of this average cost by each member in fixing his own prices at once suggests itself. Such a practice would tend to raise the general level of retail prices and would militate against the independent action of dealers in the same locality in making prices."

DISCUSSION OF WHOLESALE PRICES

Effort of the manufacturers to fix wholesale prices is also discussed in the report, which says in part: "In the earlier days the various associations of manufacturers of farm machinery, implements and vehicles had agreements as to uniform prices. Such agreements were difficult to maintain on account of wide variations in the construction and cost of machines of different manufacturers. Later the National Wagon Manufacturers' Association from time to time adopted recommendations that each member should advance prices by the same per cent. The organized plow manufacturers use standard classifications, standard equipment for various implements and uniform list prices on some of

their products, with differentials for specified variations from the standard adopted. These prices are subject to such discount as individual members may desire to give. Advances in list prices have apparently been used as a means of advancing net prices. The National Association of Thresher Manufacturers has at various times approved lists of net 'amounts,' or prices below which it was claimed members could not sell except at a loss. In 1909 some members who were reported to have engaged in price-cutting were asked to reconsider their prices. Both the wagon and plow associations also attempted to secure greater uniformity in construction in order to facilitate price agreements.

"The fear of prosecution under the anti-trust laws, as well as practical difficulties in making direct price agreements, led to other methods of influencing prices. Cooperation in efforts to maintain prices made it apparent that this object could be more easily attained if each manufacturer made full allowance for every element of cost as a basis for determining profitable prices. For this purpose uniform cost-accounting systems were devised in order that prices based on costs so computed would be sure to afford a profit. Costs were made to include not only every item of actual expense and depreciation, but also provision for interest on investment. Exchange of information regarding the costs computed in this manner and the prices actually received affords a means for determining prices profitable to all. If the individual members fix their prices accordingly, substantial uniformity in prices may be established as effectively as by an express price agreement.

"These manufacturers' associations have also attempted to increase profits by reducing costs. These efforts have been mainly in standardizing specifications for materials and construction, in securing lower freight rates, in procuring insurance at reduced cost, in limiting credit risks and in eliminating various items of selling

expense. Some of the suggestions made for reducing the cost of selling goods are significant, especially the elimination of canvassers, commission contracts and the sale of goods on exceptionally long terms."

MR. DAVIES' TOBACCO REPORT

Mr. Davies, as former commissioner of corporations, has also submitted a report on the prices, costs and profits of the companies composing the old "tobacco trust." In this document are some interesting figures showing the amounts spent for advertising after the companies began to compete with one another.

Mr. Davies states that the profits of the different concerns have been growing smaller, "although the rate of profit is still high." He says:

"This reduction in profits has not been caused by increased cost of manufacture, but by increased expenses of distribution and principally by the increase in expenditures for advertising. As the sale of tobacco products depends largely on the advertisement of brands, competition in the tobacco business necessarily increases advertising expenditure."

In connection with the statement that the profits of the successor companies have been reduced and that small companies have in some instances profited by the dissolution decree, the report says:

"During the period of the commission's existence the percentage of the business enjoyed by the independents almost steadily dwindled. Since the dissolution their proportion of the business has increased in some branches and decreased in others, the most marked decrease being in cigarettes.

"Few of these smaller companies have shown increased prosperity since the dissolution and those which have increased their business are generally the larger ones which are engaged in the production of a varied line of tobacco products. Particular small companies having an especially popular brand have also shown increased business and greater prosperity.

"One of the principal causes of this unfavorable profit showing of the smaller companies has been a much higher ratio of costs to sales, not due to differences in leaf costs, but to higher expenses in other items of factory costs. The chief explanation of this fact is apparently found in their small-scale operations and less efficient organization.

"The smaller companies have also been at a marked disadvantage compared with the combination or the successor companies with regard to the cost of distribution."

The report says that the advertising expenditure of the combination for the branches of the business covered by the report amounted to about \$11,000,000 in 1910, but the successor companies in 1913 spent over \$23,500,000 for this purpose, and while there was an increase in the volume of business the ratio of advertising expenses to sales was nearly twice as large in 1913 as in 1910. The most marked increases in advertising expense are found in plug-cut smoking and in domestic and blended cigarettes.

It is said that the aggregate amount of profit of the successor companies in 1913 was \$29,735,958, or about \$1,230,000 less than the profit of the combination for the same branches of the business in 1910, in spite of a marked increase in the amount of sales of the successor companies.

Affiliation Convention's Programme

The largest convention of advertising men to be held in the East this year will meet in Rochester to-morrow, and continue through Saturday. It is the meeting of the Advertising Affiliation, which includes the advertising clubs of Detroit, Cleveland, Buffalo and Rochester. Following is the programme:

FRIDAY, MAY 14.

9:30 p.m.—Henry T. Ewald, of Detroit, chairman; delegates assemble in Convention Hall; address of welcome, by Mayor Edgerton; welcome, by C. W. Campbell, president of the Rochester Ad Club; response, by Lee Anderson, president of the Advertising Affiliation.

10 a.m.—Discussion, "Will Public Sentiment Rout the Bill Board?" Opened by George L. Johnson, secretary of the Outdoor Advertising Association, of Chicago; five-minute responses, by J. A. Kerr, of Cleveland;

John McF. Howie, of Buffalo; William P. Perry, of Rochester; H. C. MacDonald, of Detroit; William J. Raddatz, of Cleveland, and Charles B. Thomas, of Buffalo.

12 m.—Luncheon and inspection of the advertising exhibit.

2 p.m.—William G. Rose, of Cleveland, chairman, discussion, "The Picture as an Asset in Advertising"; opened by Claude Bragdon, of Rochester; five-minute responses by H. L. Beach, of Buffalo; J. R. Weddell, of Cleveland; B. F. Corday, of Cleveland, and Joseph Meadon, of Detroit; discussion, "What Are the Causes Back of the Slump in Magazine Advertising?" opened by E. J. Ridgway, president of the Butterick Publications, of New York; five-minute responses by Charles Oswald, of Cleveland; W. W. Wheeler, of Cleveland; Roland B. Woodward, of Rochester, and Harry Goodwin, of Rochester.

6 p.m.—Dinner and stunts by the Rochester Ad Club; final session of the famous "M" Club, with ceremonial.

8:15 p.m.—Mass-meeting on advertising, in Convention Hall, open to general public. C. W. Campbell, president, presiding; "The Big Problems of the Small Advertiser," by Harvey R. Young, of the Columbus Dispatch; "Humanizing Advertising," Wilbur D. Nesbit, of the Mahin Advertising Service, of Chicago; "Salesmanship," Harold Whitehead, president of the American School of Business, of Boston.

SATURDAY, MAY 15.

9 a.m.—DeForest Porter, of Buffalo, chairman. Discussion, "Will the Government permit eventually supersede the postage stamp for mailing advertising and sales letters? Has it the same pulling power?" Opened by William F. Schweiger, president of Multipost Company, of Rochester. Discussion, "How can we improve our filing systems?" Opened by Harry C. Slemm, advertising manager, Yawman & Erbe Company; five-minute responses by Roland Cole, of Rochester, and Robert C. Cotton, of Cleveland. Discussion, "What will be the ultimate effect of premium-giving with merchandise?" Opened by W. G. Hamilton, vice-president of the United Profit-Sharing Coupon Company, of New York; five-minute responses by R. E. Fowler, of Cleveland; Herbert W. Bramley, of Rochester; Sidney L. Wilson, of Cleveland, and J. C. Johnson, of Buffalo.

12 m.—Luncheon in Convention Hall. 2 p.m.—Charles R. Wiers, of Buffalo, chairman. Bull Ring (discussion of general subjects). Any member may introduce a subject or ask a question by stepping into the Bull Ring. Likewise, any member desiring to discuss or debate the question must stand within the ring.

6:30 p.m.—Annual banquet of the Affiliation, President Lee Anderson presiding; introduction of the 1915-16 president of the Advertising Affiliation and other officers.

8:15 p.m.—"What Publicity Can Do," by Ivy L. Lee; "The Broader Aspects of Publicity," by F. Irving Fletcher; "Merchant Marine," by James M. Curley; "Publicity a Cure for Evils," by George W. Perkins,



Neighborhooding the Farmer

One of the most significant facts of our telephone progress is that one-fourth of the 9,000,000 telephones in the Bell System are rural.

In the days when the telephone was merely a "city convenience," the farms of the country were so many separated units, far removed from the centers of population, and isolated by distance and lack of facilities for communication.

But, as the telephone reached out beyond cities and towns, it completely transformed farm life. It created new rural neighborhoods here, there and everywhere.

Stretching to the farthest corners of the states, it brought the remotest villages and isolated places into direct contact with the larger communities.

Today, the American farmer enjoys the same facilities for instant, direct communication as the city

dweller. Though distances between farms are reckoned in miles as the crow flies, the telephone brings every one as close as next door. Though it be half a day's journey to the village, the farmer is but a telephone call away.

Aside from its neighborhood value, the telephone keeps the farmer in touch with the city and abreast of the times.

The Bell System has always recognized rural telephone development as an essential factor of Universal Service. It has co-operated with the farmer to achieve this aim.

The result is that the Bell System reaches more places than there are post offices and includes as many rural telephones as there are telephones of all kinds in Great Britain, France and Germany combined.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

Mr. Whelan *Did Do It*

(An open letter to Printers' Ink)

IN your issue of May 6th, you say editorially:

"Henry Ford has announced that he will pay back to each purchaser of a Ford car between August 1st, 1914, and August 1st, 1915, the sum of \$50.00 . . . The whole proposition looks so simple that one wonders, as usual, that it has never been done before.

"All along the line where increased volume of production has lowered the volume of per item cost, manufacturers could have done it but they didn't."

PLEASE let us submit to your readers that Mr. George J. Whelan *did* do it, antedating Mr. Ford by about fourteen years. Mr. Whelan is not a manufacturer, but the idea was his, put into effect by the issuing of Profit-Sharing Coupons in the United Cigar Stores which he helped to found.

MR. FORD'S plan interests automobile purchasers. Mr. Whelan's is far broader, for it is now organized to reach *all* the people—rich and poor—young and old. And United premiums give them *twice as much as cash*.

THE United plan is available to PRINTERS' INK's readers who can qualify as manufacturers of advertised, trade-marked goods.

UNITED Coupons are extensively popularized, accepted eagerly by the public as a legitimate discount offered for continuous preference of Profit-Sharing goods.

THE retail dealer who sees his salvation in pushing advertised lines has been quick to see the possibilities of this new force for him. By selling goods containing United Profit-Sharing Coupons, he gets a share of the manufacturer's appropriation spent for him in his own store.

IF your *manufacturer-readers* want retail dealer and consumer co-operation they want United Coupons. We have a new book, "Profit-Sharing and Co-operation," which we shall be glad to send them on request together with a list of the names of the far-sighted ones now using this efficient form of advertising.

United Profit-Sharing Corporation



General Offices

44 West 18th Street

New York

Requisites for Editorial Efficiency on Trade Papers

Instances Cited Show Importance of Accurate News Service

By W. Hetherington Taylor

President of David Williams Company, New York

Portion of an address before the New York University Forum in Industrial Journalism.

IN the trade-journal field, accuracy means not only a correct statement of fact, but a representation of news with a correctness of perspective as well. This involves a knowledge on the part of the editor gained from broad and intimate acquaintance with the business mechanism of the industry his paper serves. It is true, with rare exceptions, that the editor of a trade paper knows in what manner news should be presented to the trade, so that its correct significance shall be transmitted, better than does the trade itself. As the circle which the news medium serves grows smaller, the sources of information and the readers are more clearly defined. Their relation with the paper grows correspondingly closer, and the frequency with which news is interchanged between the source and the destination increases in like degree, with this result, that the trade paper which serves the small circle of its own industry, not only obtains its news from the same sources, year in and year out, but its sources of information are also its constant readers. Under these conditions of intimate contact, an error of fact, or judgment, becomes an unerring boomerang. There is thus a constantly impending responsibility, so direct that it has no counterpart in any other field of news distribution.

COST OF MAINTAINING NEWS SERVICE

If you would have proof positive that this partnership of the reader and the editor is vastly more influential in business journalism than was the fact only a few years ago, find out what it is costing any successful trade or technical jour-

nal to-day to maintain an editorial organization and to buy contributions and news service. Some of them have doubled their editorial outlay since 1900.

We shall get a better idea of the difference between the news standards of trade and technical journals, and those of the daily press, if we take a concrete example. On the morning of August 30, 1907, the daily papers, all over the world, told of a disaster in which the great bridge that was to span the St. Lawrence at Quebec fell into the river when half finished, a hopeless wreck of twisted steel. The general public was intensely interested in the details of the accident, because 80 engineers and workmen lost their lives, and because the longest single-span, cantilever bridge in the world had collapsed in the builders' hands. Its interest was just like that of the general reader in the news that 800 lives had been lost by the burning of the Iroquois Theatre in Chicago, or by the sinking of the *Titanic*. Bridge-builders and engineers knew, like all the rest of the world, that the Quebec bridge had fallen, but they could not find from the daily papers what they most of all wanted to know, namely, why the bridge fell. That remained for the trained experts of the engineering publications to tell. In five business days after the accident, the engineering papers appeared with a veritable volume on the Quebec bridge disaster, liberally illustrated with sectional drawings, strain sheets and half-tone views, giving as the result of their editors' investigations on the ground, an explanation of the cause of the failure that was substantially borne out by the later official investigations.

Another more recent illustration: On December 14, 1914, the fireproof factory buildings of Thomas

A. Edison, located at Orange, N. J., were destroyed by fire, leaving only the bare walls. The morning papers the following day gave long accounts of the spectacular features of the fire, telling also of the magnificent courage of Mr. Edison in deciding to rebuild at once. This was news, of course, but not the kind of news that the engineering and technical world wanted to know. They wanted to know why buildings that were supposed to be fireproof should have been so quickly and completely destroyed. In less than a week's time the complete story was told and illustrated in nearly all the trade and technical publications. Not only were the defects pointed out, but remedial measures suggested of great value not only to engineers, but factory owners and managers as well.

The trade and technical editor makes no appeal to his readers with the sensational, as is made in every issue of the daily press. The elements of misfortune and destruction, so prominent in the news of the day, weigh little with him, for the news he prints must be constructive. Accidents at industrial works, no matter how appalling, only have value to his readers as his account of them shows why such accidents occur, and how they may be avoided. The daily paper has finished with a boiler explosion when it has told, with some detail, how many lives were lost, and how a great manufacturing plant or power building was wrecked. It may be some days before the weekly paper devoted to power brings out the evidence that improper handling by employees, or a defect in construction, or in the steel, was responsible for the accident; but the latter publication will be authoritative, and will give to boiler-users and boiler-builders invaluable information obtainable nowhere else.

While the business journal is distinguished from the daily newspaper in having trade and industrial affairs as its sole field, its presentation of such news should be marked by just as great independence, and by just as great re-

gard for the interest of the readers, as is shown in the news columns of the daily press. If a new metal-working machine is described in a journal devoted to machinery, the article must tell the reader not only what improved construction is embodied, so that his knowledge of the development of the art may be increased, but it must tell the manufacturer in whose shop such a machine might be used, just what economy it would work in his operations. The fact that giving such details would also benefit the inventor or maker of the machine, does not rule them out of the article, though such benefit is no part of the purpose in publishing them. But in all that is said of new devices for reducing cost of manufacture, or of new articles of merchandise which may appeal to the ultimate consumer, on the score of merit and price, the writer's attitude should be that of a judicial skeptic. He should tell what is new in the thing described, but never for a moment should he take the viewpoint of the seller, or forget that his function is that of reviewer and not salesman.

BRINGING THE BEST THERE IS TO ISOLATED GROUPS

One of the great missions of the trade press, on its news side, is to bring to the average man, in any trade, be he manufacturer or dealer, to bring to the isolated concern, working out its own salvation away from the great centers of activity, the standards, the methods, and the successes of the best brains in that particular trade. In what it does for the smaller operator, who is out of the main currents of trade, the business journal may be made a tremendous power in toning up the commercial life of the lesser cities and towns. Weeks of time, and thousands of miles of travel, would not give the isolated dealer or manufacturer a tithe of the contacts with the best life in his line of work that he is able to get by the thorough reading of a single issue of his trade paper.

I take it that you are anxious

to ask how trade and technical editors become expert, and in asking that question you touch the very heart of the industry, for the reason that what the subscriber really buys is the product of editorial brains.

If there was one curse under the sun worse than another from which the early-day trade and technical press suffered, it was the superficial writer—the man who pretended to know, and who could fill pages on any given subject without giving expression to a single valuable idea.

HOW EDITORIAL EFFICIENCY MAY BE ACQUIRED

To-day practical training is necessary, some of which the individual can give himself unassisted:

First, by keeping eyes and ears open. Always keep your notebook in your pocket properly classified and indexed. In this book you should have in course of preparation ten or twenty important subjects on which you expect some time to write an editorial.

Second, by reading and studying all the books and papers bearing on these different subjects.

Third, go to every convention or association meeting you can reach.

Fourth, get into the game yourself. If your paper is devoted to retailing, get behind the counter and sell goods. If your field is manufacturing, break into some factory where they are actually doing things, even though you are compelled to offer your services for nothing.

Practical knowledge is what you want; you cannot buy it with money, you cannot steal it. There's only one way to get it—earn it. Over the doorway of Jefferson Medical College in Philadelphia is a Latin sentence, which translated reads, "The gods sell everything for work."

As a direct preparation for work upon a particular trade journal, you should get some acquaintance with its readers, or even with non-readers, in the field of that paper. The best object-lesson that I know of would be to go out and sell subscriptions.

You would soon learn what it is the subscriber wants to buy.

Nothing short of wide reading, persistent study, trained perception, and ability to systematize, will ever make you, or any one else, a managing editor. Do not make the mistake that because you are a contributor you are fitted to be an editor. There is a difference, I assure you.

The future is rich in opportunity. Efficiency in production is only in its infancy. Just think of the waste of getting motive power from coal. Fully 90 per cent is lost. Fifteen years ago the steam engine was considered the most efficient method, commercially, of obtaining power from coal. Then followed the steam turbine. To-day it is the gas producer furnishing energy for the internal combustion engine. Who can say what the method of obtaining energy from coal will be fifteen years from to-day? Will the jitney bus take the place of the trolley car, and after the bus, then what? Will electrical energy be available directly from coal with the steam or the gas engine no longer used as an intermediary? Will the airship replace the steamboat? Who can doubt but some day passengers will be carried from New York to London through the air?

Our methods of production are admittedly bad, but nothing compared to the faulty methods employed in distribution. Just think for a moment—a bushel of potatoes that the farmer sells and delivers to a freight car at his railway station for 75 cents a bushel costs you from \$2 to \$4 a bushel in your kitchen. A crate of eggs that the farmer sells for 25 cents a dozen costs 50, 60 and 70 cents a dozen in your home. Can you think of anything more inefficient than to see fifty meat-delivering vehicles stopping before one apartment house delivering meat to fifty different families, when one delivery wagon would have done the work just as effectively? I am told that it costs such stores as Gimbel Brothers, Wanamaker, and Lord & Taylor at least three cents on every dollar's worth of goods that they sell for delivery.

There is no country in the history of the world in which the growth, both in population and industry, has been as great or as wonderful as it has been in the United States. Nor has any country in the world a brighter outlook or a more confident promise of growth, and I think I can state, without fear of contradiction, that this country will maintain, or even improve its percentage in growth, over the last twenty-five years. Did you ever stop to think what this enormous growth means to the agricultural and manufacturing interests? In 1915 we have about 17,000,000 more people in the United States than we had in 1905. These 17,000,000 people consume 68,000,000 pounds of farm produce daily, to haul which requires 2,250 freight cars of 30,000 pounds capacity each. If they only buy two pairs of shoes per year, the shoe manufacturers have a market in 1915 for 34,000,000 pairs of shoes that they did not have in 1905. The same illustration can be applied to dry-goods, clothing, hats and caps, and for every individual purchase, amounting to hundreds of millions of dollars. When you stop to think that our natural growth for ten years is equal to the population of two countries, each larger than Canada, you will get a bird's-eye view of our industrial and agricultural growth.

In your study of the future, you must ever keep in mind this law of growth. What was adequate ten years ago is inadequate now. Ten years from to-day we will find business methods that do not now exist, brought about by the inexorable demand made necessary by the great growth in this country of both population and business, and it is only fair to measure the future by the past. Business was never on such a solid foundation. We are leading the world in finance, manufacturing and commerce. Just as we have a growing betterment in business, so may we expect better business methods to succeed the old, and as the country grows, and develops in population and industry, so will the demands on the trade-

paper editor grow. The business world can depend upon the trade and technical press to do its part in this wonderful development. Its already highly efficient field service will continue to develop—always fully abreast, and oft-times leading, the field in which it serves.

The trade and technical press stands for the American business man. It believes in his genius, his brain, his honesty and his integrity; that he is engaged in solving great problems, the solution of which will bring benefit to all mankind; and he will always find the business editor ready and willing through the columns of his paper to assist in every practical way.

Stamp Company Advertises in Philadelphia

The Cash-Saving Stamp Company, Philadelphia, is using four full-column copy in Philadelphia newspapers, exploiting its Cash-Saving Stamps. The advertising states that they are "The Only Stamps Worth Real Money." They are redeemable in cash—a full book is cashed like a check for \$3.00 at the paying teller's window of the Commonwealth Title Insurance and Trust Company. Also a partially filled book is exchanged for a proportionate amount at the company's office. The reader is told to ask the dealer for Cash-Saving Stamps, and if he doesn't give them to look at the list of names of retail merchants in all sections of the city printed at the bottom of the advertisement and go and buy from the one nearest him. When he receives the stamps it is equivalent to getting three per cent cash discount on everything purchased. It is pointed out that the Cash-Saving Stamp is not to be confused with trading stamps, as trading stamps are redeemable only in merchandise, while the Cash-Saving Stamp is redeemable both in money and merchandise. The stamps will be redeemed for merchandise by any merchant who gives Cash-Saving Stamps on the basis of \$3.25 for each filled book.

Newspaper Space for "Appetone"

A new product being advertised in newspapers of the South is "Appetone," an appetizer and condiment. It has as its base selected mustard seed, ground by a special process with olive oil, then blended with herbs, spices, seeds and fruits. It is advertised as being something more than just ordinary prepared mustard. "Appetone" is being distributed by W. D. Cleveland & Sons, Houston, Texas.



VERSATILITY

The attention value of your printed matter depends less on the degree of noise it makes than on the complete accord of the tune it plays. Where one proposition demands the lung power of a steam calliope, another calls for the tonal shadings of a symphony on wood and string.

STRATHMORE Quality PAPERS

Mass or class—there's a Strathmore paper (Bond, Book, Cover or Special) to harmonize with your every requirement for printed appeal.

There's a Strathmore paper with all the blare and brass of a three-ring circus band. And there's a Strathmore with the exquisite pastel tones of a Wagner aria.

The diversity of Strathmore is best demonstrated in the Strathmore Sample Books. They are free to advertising men who place printing orders.

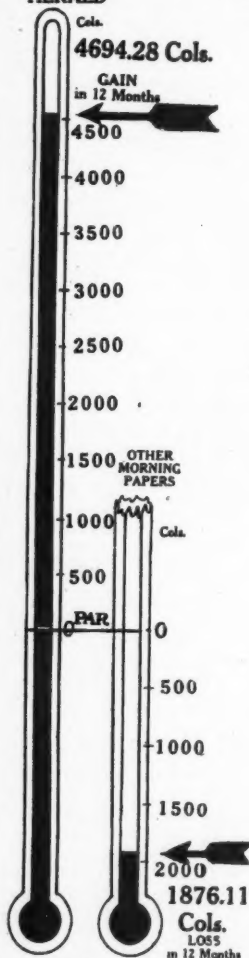


STRATHMORE
PAPER CO.

MITTINEAGUE, MASS.
U. S. A.

Morning Barometer
of Advertising
12 Months.

HERALD



Chicago Herald's

UNDER THE OWNERSHIP

CIRCULATION

DAILY SUNDAY

Sworn Statement

March 31, 1915 189,673 *223,881

Sworn Statement

March 31, 1914 146,998 211,012

GAIN . . 42,675 12,869

*Average, April, 1915 . . 236,435

Herald Gains —

For 12 Months

During the same period
the two other morning

Others Lose —

N. B.—Above figures from

In Chicago the paper that is making

d's First Year Record

WNER SHIP OF JAMES KEELEY

ADVERTISING

An Unbroken Record of Gains for Twelve Months

	Columns		Columns
May, 1914 . . .	354.77	November, 1914 .	578.66
June, 1914 . . .	83.98	December, 1914 .	710.35
July, 1914 . . .	433.07	January, 1915 .	462.19
August, 1914 . .	296.95	February, 1915 .	395.16
September, 1914 .	257.24	March, 1915 . .	318.77
October, 1914 . .	328.43	April, 1915 . . .	474.71

4,694.28 Columns
or 1,408,284 Lines

period
orning
the advertising losses of
papers amounted to

1,876.11 Columns

res from
Daily News Audit Bureau

king
gains is the **CHICAGO HERALD**

We take pleasure
in announcing that
after June First

Mr. Carlisle N. Greig

will be a
member of our

National Sales Department

Thos. Cusack Company

Chicago

New York

Selling "Illumination" Rather than Mere "Lighting Fixtures"

Why the National X-Ray Reflector Company Distinguishes the Goods It "Makes" from the Goods It "Sells"

IT looks a lot easier to sell something tangible, which can be seen and handled, than to persuade people to buy something which is entirely intangible, and which in fact has no real existence. Perhaps it is in most cases, but not always.

There are two factors in every proposed sale; the first one is what the seller wants to *sell*, and the second is what the customer wants to *buy*. Unless those two factors are equal there is no sale. So when the buyer insists upon wanting something intangible, it is the hardest kind of uphill work to try to sell him something else.

For example, the man who is interested in a system of filing his correspondence wants to buy *the system*, and isn't to be expected to wax enthusiastic over a collection of filing cabinets: the manufacturer who realizes that his methods of cost accounting are inadequate wants to buy a *better method*, and isn't interested in the relative functions of the inward workings of an adding machine: and so on. It all comes back to proper analysis of the product; not "what we *make*" but "what we *sell*." Sometimes there is a big difference.

And so if you were to ask the president of the National X-Ray Reflector Company, Chicago, what his company makes, he would doubtless reply, "lighting fixtures." But if you should then ask what his company *sells*, you would get a very different answer, for the company is in reality selling *illumination*. It is meeting the desires of the consumer by selling him what he wants to buy (which happens to be intangible) rather than attempting to force him to pay attention to something he cares little about, to wit, lighting fixtures.

In all of this company's work with the consumer, the electrical contractor, and particularly with the architect, it is interesting to

see how consistently the idea is held that it is selling illumination, not merely a line of fixtures. In fact the most conspicuous line on the company's letterhead is "illumination from concealed sources," and the general name which it applies to its products and which is embodied in its trademark, is the "Eye Comfort System."

As stated above, the concern manufactures a line of lighting fixtures which do their work by the indirect method; that is to say, the source of the light is concealed from the eye, and the light is diffused by reflection from the walls and ceiling. The basic feature of the product is the silver-plated reflector which encloses the incandescent lamp. Indirect lighting is nothing particularly novel. Indeed, according to C. E. Wittmack, publicity manager of the company, there were dozens of reflectors on the market when this product was perfected, and hundreds of builders had installed indirect systems without any very conspicuous success. It was plainly necessary for the company to prove that it not only possessed a scientific reflector, but that its product would give results under ordinary every-day conditions. And the whole campaign centered around the architect, who had come to look with suspicion upon any system of indirect lighting, and preferred to install a system of lighting about which he knew something. It most emphatically was *not* a question of "chandeliers," but of "illumination."

THE LANGUAGE THE ARCHITECT UNDERSTANDS

The method the company hit upon for reaching the architect is best described in Mr. Wittmack's words:

"In the early days," he says, "we had not gained a clear conception of the attitude of the architectural

fraternity toward the manufacturer. We did not realize the large volume of manufacturers' printed matter that was shot at them every day. We felt, along with a few hundred other manufacturers, that if we just shouted our claims loud enough and long enough that we would at last make a dent. Possibly we would, but we soon

should probably have to talk French, at least if we hoped to make many sales. Why wasn't the same thing true of architects? Why not *talk* 'architect' to architects if we would have them understand us?

"The result was the production of our Portfolio of Architectural Details—and I headed our first announcement 'Written in the Language of the Architect.'

"Our advertising appropriation was a small one, and the \$5,000 necessary to produce this portfolio looked appallingly large. Nevertheless, we decided to see it through, and now we're glad we did, for it has paid good dividends.

"It has enabled us to discontinue entirely all forms of circularizing to architects, including letters, with the exception of those letters we send out to follow up the mailing of the portfolio to see that they are acknowledged. This saving in the last two years has offset the expense of the portfolio.

"The attitude of many manufacturers is that if they can but get an architect to read their printed matter, even if he destroys it after that reading, they have accomplished their purpose. We

have proved to our own satisfaction that the architect is not half as bad as he is painted, for he will not only read what you send him if it is interesting and valuable to him, but he will preserve it and actually ask for more.

"When we send out a portfolio, we do it only on the written request of a responsible member of the architect's firm. Wherever possible we have our salesmen do the delivering in person, taking all the

The revolution in lighting

Has it ever occurred to you that there has during the past few years been a wonderful change in the lighting of stores, offices, banks, hotels and public buildings? You no longer are half-blinded by the electric lamps. They are hidden in suspended bowls or concealed in cornices, pedestals, etc. The result is that your eyes are not strained as they used to be. The old blinding glare is gone and a daylight effect is produced.

The man who brought it all about

The revolution which has taken place in lighting methods is due to the genius of Augustus Darwin Curtis, the original exponent and perfecter of lighting from concealed sources. His first triumph was in the lighting of store windows by means of X-Ray Reflectors, which concealed the lamps and at the same time provided extraordinary illumination, together with a proper diffusion of light rays.

Having accomplished the perfection of window lighting, Mr. Curtis turned his attention to the development of an Indirect Lighting System for use in homes, in offices, stores, schools, churches, hospitals, hotels and public buildings of all kinds.

The "Eye Comfort" System

The result of the efforts of Mr. Curtis and of the developments which have been carried forward under his direction is the "Eye Comfort" System, which is responsible for the great change that has been effected in lighting methods.

The "Eye Comfort" System is the only one in which X-Ray Reflectors are used. These reflectors are essential in successful Indirect Lighting. They provide correct diffusion of rays, and make it possible to have full indirect illumination without a waste or an increase of current.

The "Eye Comfort" System has been installed in a number of buildings of the Panama-Pacific Exposition; it is used in state and national government offices, in public institutions in Canada and in Cuba, and it is regarded as a necessity for properly equipped schools, hospitals, churches, theatres, hotels and banks.

We are Engineers, Originators,

Educators and Manufacturers

Our Architects' Portfolio standardizes lighting specifications. It is sent free to architects and engineers. To others it is \$5 a copy.

We maintain an engineering department that co-operates with architects who desire to avail themselves of our services.

We publish books on the lighting of homes, hospitals, offices, shops and public buildings. These publications will be sent to you free on request.

If you are interested in correct lighting—in lighting that will add to the comfort of your home, increase the efficiency of your office employees, or magnify the retelling value of the hotel, store or apartment for which you wish to find a tenant, let us hear from you.

NATIONAL X-RAY REFLECTOR COMPANY

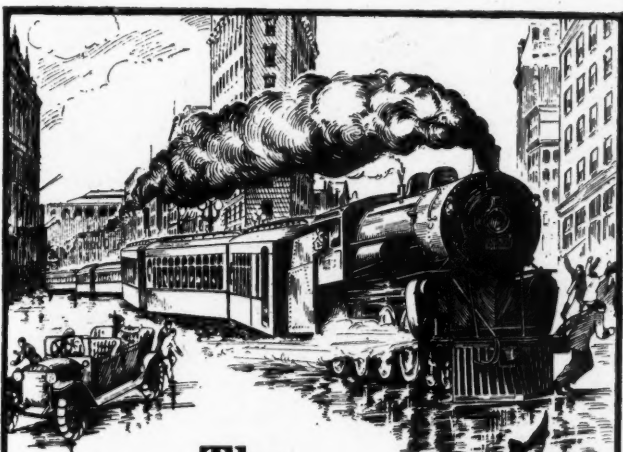
222 W. JACKSON BLVD., CHICAGO

NEW YORK OFFICE: 21 W. 66TH STREET

COPY IN ARCHITECTURAL PAPERS CALLS ATTENTION TO THE PORTFOLIO

found a better way to reach the architect, in fact the way in which he asks manufacturers to reach him. And that way is to give him the unvarnished truth in uncolored, easily understandable form.

"True enough; but how present these facts so that they would be read and comprehended? Would Mr. Architect read printed descriptions, or pictures, or what? It was then suggested that if we traveled to Paris and tried to sell our system to the Parisians we



The "20th Century" On Broadway

A train runs on rails, but it could be pictured running wild on a crowded thoroughfare, if an artist desired to produce such an absurdity.

Automobiles run on Tire Chains in bad road weather, and yet, sometimes, an artist, who ignores detail, pictures them running on bare tires in scenes of snow, mud or wet pavements.

Chain your automobile illustrations to reality. Put Anti-Skid Chains on the tires when depicting snow, mud or wet pavements.

*Write us for illustrations
of Chain Equipped Tires*

WEED CHAIN TIRE GRIP COMPANY
Bridgeport, Conn.

The Australasian News Company (LIMITED)

The New Zealand News Company (LIMITED)

Publishers' Agents

We beg to announce that the above News Agencies have now been in operation almost two years, supplying the news trade throughout the Commonwealth of Australia, including all of Tasmania and the Dominion of New Zealand, with American periodicals as well as Literature of all kinds. The Home Office of The Australasian News Company, Limited, is at 226 Clarence Street, Sydney, New South Wales, with branches at Melbourne, Victoria; Perth, West Australia; Adelaide, South Australia; Brisbane, Queensland, and The New Zealand News Company, Limited, at 150 Wakefield Street, Wellington, N. Z., supplying all the North and South Islands of New Zealand.

We are prepared to handle all American publications and anything in our line.

Arrangements may be made through our United States Agent
THE AMERICAN NEWS COMPANY, 9-15 Park Place, New York City

time necessary to explain the working of the portfolio and its purpose so that the architect can fully appreciate its value as a reference-book on lighting.

"As we perfect new appliances and methods of illumination from concealed sources we issue additional plates, which are inserted in the portfolio and entered on the index provided for the purpose and which is printed on the face of the large envelope containing the plates.

"We insist that not only the

is suitably inscribed with the architect's name on the front cover, and upon opening the covers he finds on the left a book entitled "Planning and Specifying Interior Lighting." This book is firmly attached to the inside of the front cover, and contains all the technical details necessary to enable the architect to specify the company's goods. It is not a catalogue of the company's products, however. It is rather a textbook on the subject of indirect lighting, illustrated by reference

The Eye Comfort Lighting System-For CHURCHES

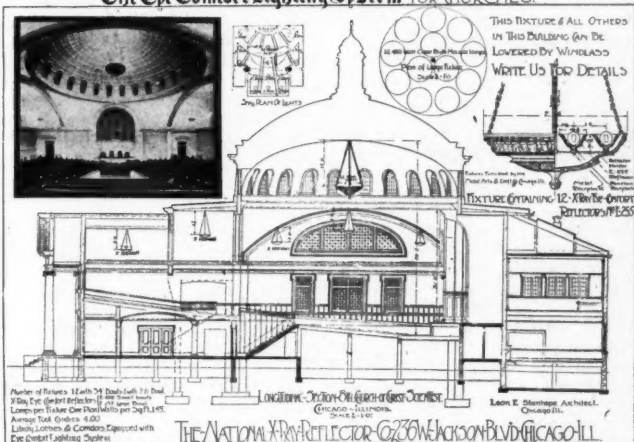


PLATE No 6.

ONE OF THE PLATES FROM THE PORTFOLIO WHICH SPEAKS IN THE ARCHITECT'S LANGUAGE

original portfolio be acknowledged, but that every new set of detail plates be acknowledged by the architect. For this purpose we provide a neat return-card printed in two colors and bearing an illustration of the portfolio. In this way we are enabled to keep our mailing list right up to the minute, and we rarely have more than one or two sets of plates returned by the post-office, out of 2,500 mailed."

The portfolio Mr. Wittmack refers to is worth a paragraph or two on its own account. In the first place it is a real portfolio—not a portfolio by courtesy only. It

to specific fixtures which the company makes.

INFORMATION FOR THE STRUCTURAL DESIGNER

Then, on the right and attached to the inside back cover of the portfolio, is a large envelope containing twenty-four detailed drawings, similar to the one reproduced herewith. There is an index on the front of the envelope with space for the insertion of additional plates as they are sent. A conspicuous line beneath the index reads as follows:

"It is our endeavor to render valuable aid to you in the solution

of your lighting problems. Therefore please bear in mind that our staff of expert illumination engineers is ready and willing at all times to co-operate with you as fully as you desire in solving lighting problems in the most effective manner."

It will be noticed at once that the plates are reproductions of real architectural drawings, even to the lettering. It is the architect's own language indeed. Furthermore, each plate is on a separate sheet, and can be carried to a drawing-board and kept under the draftsman's eye for constant reference. If the architect wishes to make notations of his own on any of the plates he can readily do so—a thing which is not easily done on the ordinary coated-stock catalogue page. That is a point to which comparatively few manufacturers give any attention, yet it is often very important to the architect and the engineer. The structural designer frequently wants his information in such form that he can refer to it from the drafting-room—which means a book which will open flat and lie flat. Furthermore he wants to be able to take notes right on the beautiful type-pages of the manufacturer's catalogue. Of course it is rather difficult to find paper which will take pen and ink, or even lead pencil, and at the same time give good results with half-tones, but the architect quite rightly assumes that to be the manufacturer's problem—not his own.

As Mr. Wittmack states, the portfolios are sent only upon request, and in all cases are acknowledged. Furthermore, the portfolio is kept "alive" in the architect's mind by the receipt of the company's monthly house organ, "Eye Comfort." This publication gives the news of late installations of the company's system, with photographs, and a judicious amount of technical information. From the standpoint of the architect it is a supplementary catalogue, and a constant reminder of the portfolio. It goes also to electrical contractors, which represent the second divi-

sion of the company's sales promotion work. Consumer advertising has not been attempted by the company, except through the contractor, as will be described later. Mr. Wittmack says with regard to the consumer, however: "Consumer advertising, to be profitable, would have to be carried on on a rather large scale. This would necessitate a larger appropriation than we have been working with. What plans we have for the future along this line I am not in a position to reveal now."

A SIMPLE FORM OF KEEPING TRACK OF SALES

Most of the company's leads in the past have come from the daily building reports. Upon receipt of each lead, the company at once gets into direct touch with the architect, the local electrical contractors, and the owner of the building. The simple but effective method of handling the salesman who covers the prospect is thus described by Mr. Wittmack:

"We secure the daily building report sheets in duplicate, and these each day are checked over by the various department heads as to which new building prospects are to be followed up by mail. These are in turn transcribed on a card record.

"Then each new building prospect on the duplicate sheets is given a number. The sheets are cut up and the leads pasted on separate cards bearing the words 'Impossible,' 'Lost,' and 'Sold.' These cards are made out in duplicate, one for our files and one for our salesman. Each day he looks over the cards he gets and is generally able to single out some which are 'Impossible' for us for one reason or another. He checks the word 'Impossible' and sends back the card at once. Our girl substitutes this card, which is orange colored, for the white card in our files and destroys the white card.

"The other cards the salesman keeps until he either makes or loses the sale. Then he checks either 'Lost' or 'Sold,' as the case

AMERICAN EXPORTER

Since the **American Exporter** was founded in 1877, its history has been one of uninterrupted growth—in influence, in circulation, and in advertising.

Seven hundred American manufacturers are now setting forth the merits of their products in its advertising pages—and getting results. For the **American Exporter**, published in four editions in four different languages, reaches the leading business houses abroad. It goes directly to buyers—to the firms abroad whom it is necessary to reach if you are to get your share of export trade.

We have built up an organization unrivalled in its facilities for aiding American manufacturers to plan and carry out an export campaign.

May we send, without charge, sample copies?

AMERICAN EXPORTER

WHITEHALL BLDG. NEW YORK



To Manufacturers of Building Materials and Equipment of All Kinds

The assessed valuation of property in the city of Newark, New Jersey, is \$402,-358,792.

The value of municipal property is \$88,520,401.77.

The number of public buildings is 121.

The number of factory and commercial buildings is 17,001.

There are 43,322 dwellings in the city of Newark.

What Does This Mean?

It means the continual upkeep of all existing structures both within and without.

Newark's rapid growth as a manufacturing centre means thousands of additions and improvements to present existing buildings.

It means the construction of thousands of new buildings to meet the demands and needs of a rapidly growing manufacturing city and a constantly increasing thriving population.

The buying forces responsible for this great value in building resources have the NEWARK EVENING NEWS delivered daily at their residence door.

They should prove an attentive audience for the advertiser of any article in the building material or housefurnishing line.

Newark Evening News

(Always Reaches Home)

Eugene W. Farrell, Adv. Mgr. and Asst. Gen. Mgr., Home Office 215-217 Market St., Newark, New Jersey.

O'Mara & Ormsbee, Inc., General Advertising Representatives, Brunswick Building, New York City; Tribune Building, Chicago, Ill.

Frank C. Taylor, New York Representative, Brunswick Building, New York City.

Circulation records open to every advertiser or prospective advertiser.

**Newark will
celebrate its
250th Anniversary
in 1918**

may be, and notes his remarks on the card. This is then returned to us and replaces the white card in our file. We keep a record of the numbers of all the various prospects sent each salesman and at the end of the year know exactly how many leads we placed in his hands, how many of these were impossible, how many he sold and how many he lost—a very interesting and valuable record. The salesmen are supplied with light card-index cabinets which they carry with them and wherein the cards are filed by date, thus giving each man a complete follow-up on his leads."

The work with the electrical contractor, who is at the same time the dealer in electrical supplies, is a difficult proposition, due to the fact that each installation is a distinct and separate problem, and must be handled to suit the particular interior which is to be lighted. It is necessary in almost every case to have the company's trained engineer supervise at least a part of the work. The goods are in no sense a "package" or "shelf" proposition, and cannot be stocked by jobbers. Some of the contractors do carry the reflectors in stock, however, particularly those which are suitable for show-window illumination, which is an important branch of the business.

"We run circularizing campaigns for contractors at our own expense," says Mr. Wittmack, "and ship them a few reflectors on a long billing date to use in demonstrating. This campaign, which we have used for a year and a half now, has been so successful that it has been imitated. The reason for its success is very plain, because we first of all have a meritorious product to sell; secondly, it is a product which appeals to the average contractor and which may be handled successfully by any contractor, and, thirdly, in our campaign we do not ask the contractor to obligate himself any more than to agree either to pay for or return the sample reflectors we send him at the end of four months. He sends us his list of names, which we

circularize at our expense with three or four circulars sent at two-day intervals, each of which includes a return mailing-card addressed *not to us, but to the contractor*. You will quickly see how this appeals to the local man, who thinks naturally of himself first and who is anxious to get the inquiries of prospective customers direct.

CONTRACTORS URGED TO HELP

"Our constant urging is that the contractor follow up the circularizing we do with personal calls to every name circularized, whether or not he has received a single return-card back.

"We also offer newspaper electrotypes, and these are very often used while the circulars are arriving in town to back up the campaign. We make no attempt to keep track of the electrotypes or how much he uses them. We do not believe that too much urging on our part would result satisfactorily, as the contractor would get the idea that we were trying to make him spend his money to advertise our product. Of course, after the campaign stops, his newspaper advertising generally stops.

"Electrical contractors also like lantern slides. This is advertising which requires no particular knowledge or preparation on his part and at the same time is inexpensive. How productive it is for the contractor is something we cannot advise you on with sufficient assurance that what we might say would be authentic. We invariably make a practice of telling contractors not to use lantern slides as all their campaign; that they merely serve to bolster the special campaigns they may be running or any newspaper advertising that they may be doing.

"We have gradually worked up to what we believe to be an enviable position with the electrical trade. We did it principally on conscientiously following out a policy of fair dealing. If a contractor can prove to us that he has been instrumental in making a sale in a way which would legitimately entitle him to profit by

THE AYER & SON ADVERTISEMENT (Concluded)

Colorado was the greatest silver mining State when silver was demonetized. Colorado then turned her attention to mining gold, and quickly became the greatest gold producing State.

By leading the waters out from her bank-full rivers when the mountain snows melted, and pouring them on the thirsty, fertile plains, Colorado has done much to drive the great American desert from her borders.

She turned her great stock ranches into farms and raised grains and alfalfa. Then seeing greater profit in raising sugar beets she quickly led other States in this line, with a present slicing capacity in her factories of over twelve thousand tons a day.

All this has Colorado done in little more than a generation.

What next?

The energy and progressiveness of Colorado makes it sure that she will turn more and more of her raw products into the manufactured article and will seek a larger market for them. Advertising is the magic wand which will help her in her growth.

This advertising agency of national scope is not unacquainted with the possibilities to be accomplished through advertising by Colorado's manufacturers and business men.

For a good many years we have looked after the advertising of the Morey Mercantile Company and Beatrice Creamery Company, both of Denver. These progressive concerns give Ayer service generous credit for the extension of their trade over Colorado and neighboring States.

To other Colorado industries seeking expansion we offer our advertising service. It has been effective in business-building in all parts of the country and it is most effective when it is coupled with enterprise and energy of the Colorado kind.

N. W. AYER & SON
PHILADELPHIA

BOSTON NEW YORK CHICAGO

that sale, his profit is sent him at once, without quibble or question. We do not draw the line at the amount of his profit. It is only recently that we sent a Detroit contractor a check for \$400 as his profit on the lighting of a large bank whereon we had ourselves done most of the work. Needless to say, that contractor is our friend for life and such an investment will probably be more productive to us, because that contractor is capable of handling and pushing our line, than the same amount expended in any way in advertising in that city."

One important factor in the campaign which must not be overlooked is the length of time which must elapse between the drawing of the plans for a new building and the moment when the question of lighting fixtures becomes vital. The company's literature is planned so as to keep the interest in the lighting question alive during that period. Hence the care that is taken to regard it always as a question of *illumination*, and not merely one of *fixtures* which can be postponed to a more convenient season. The company is careful to keep in mind the distinction between the product it *makes* and the goods it really has to *sell*.

A Call for Efficiency at Exposition Booths

THE PELTON WATER WHEEL CO.
Incorporated
SAN FRANCISCO, May 1, 1915.

Editor of PRINTERS' INK:

For the past sixty days my anger has arisen to a point where I have felt that nothing short of an explosion would quiet it. I have particular reference to the class of persons that are in charge of or on the firing line, as it were, of the exhibits of the Panama-Pacific International Exposition.

Manufacturers have spent thousands of dollars putting their products on display, and yet with but few exceptions, the men who are responsible for explaining these things to the general public make a monstrous mess of it.

I have in mind one very elaborate exhibit of agricultural machinery, whose sales manager has spent a good many dollars in follow-up on the writer, who has sent special salesmen to call on him, and who has recently brought out and is publicly exhibiting for the first time at the Exposition, a type of machine which it is possible he might sell the writer; a machine which, if the printed matter is true, would be valu-

able to him. He has endeavored to get information from the attendant and has been unable to do so.

Across the aisle from these people I went three times to another booth before I found the man in charge, requested a quotation from him, but have never received the quotation, and placed my order elsewhere.

I could go on naming dozens of instances where I was interested in exhibits as a matter of general information, where, instead of getting intelligent answers, I either received flippant answers, or information that was worse than useless.

It is to be expected that a great many foolish questions will be asked at such an Exposition, but the men in charge should be of a caliber that foolish questions will not arouse in them a spirit of contempt. I know that out of the mass of questions that are asked, by the number of people who visit the exhibits, there are profitable prospects. Already our company has made sales, and worth-while sales at that, to people of whom we had never before heard, and who had never heard tell of us.

Undoubtedly there are sales managers and advertising managers of Eastern firms who are condemning the results being obtained from their exhibits, when the fault does not lie with the Exposition attendance, but lies with the class of men who have been put in charge of the work. Instead of picking up anyone, as seems to have been the general attitude of the people, there should be sent thoroughly competent men who are capable of answering any and all questions that may be asked, and who have sufficient tact to handle the manifold petty annoyances with which they will be confronted.

I am writing this to you in hope that, should it come to your attention that certain exhibitors are dissatisfied with the results obtained from their exhibiting, you will direct their attention to the possible fact that the personnel of the organization on the Exhibition firing line is at fault.

Very truly yours,
J. W. SWAREN,
Advertising Manager.

Wants Foreign Students in Cincinnati

A book whose purpose is to advertise Cincinnati's industrial, educational and residential advantages, as the merits of an article of merchandise are advertised by a booklet written for that purpose, is in course of preparation under the auspices of the Export Club of the Cincinnati Chamber of Commerce. It will deal especially with the manufacture of articles for the export trade, and will make a bid for foreign students who desire to study in this country, especially in the technical and professional schools. The desirability of having foreign students resident in the city, from an advertising standpoint, is realized, as they would return home full of the fame of Cincinnati. The book will be published in English, French, Spanish, Portuguese and German, in order that it may serve its purpose the more readily.



Analysis— *An Advertising Necessity!*

The importance of analysis as the first step in the development of a right advertising policy and consequent successful campaign is this—

It gets down to the bed-rock of your business; it takes a true measure of the merits of your goods in their relation to the logical market; it locates the real selling points by shifting the wheat from the chaff, discarding the illusions and delusions, and then—

It builds up on a true foundation—rearing new business walls that will house for all time to come, the ability to serve the public, consistent with good business.

To develop such selling possibilities, we study the manufacturing processes of your goods together with present conditions, in their relation to possible future developments.

For forty-three years, we have been rendering advertising service to some of the greatest business institutions in the country. We would like to talk with you about your advertising—giving facts, figures, names and data on advertising as we understand and practice it. No obligations.

Albert Frank & Company **Advertising**

26 Beaver Street, New York

Chicago Office
332 So. La Salle St.

Boston Office
109 State St.

Philadelphia Office
418 Sansom St.

London Office—5 New Bridge Street, London, E. C.

Member of the Audit Bureau of Circulations



El Paso, Texas

A city where King Prosperity reigns and spreads his gifts with a lavish hand.

Don't be content with our word for it, we are prejudiced. See what Babson says, ask Dun or Bradstreet. Some of you might consult your own sales reports.

There are two newspapers in El Paso. We are content to let the following extract from a letter written by The Pompeian Company of Baltimore, proprietors of Pompeian Olive Oil, to the publishers of EL PASO HERALD, speak for itself:

"It will, no doubt, interest you to learn that in addition to our agency's recommendation, eleven out of sixteen of the leading druggists and grocers of El Paso, named EL PASO HERALD when we asked them to help us select a medium for advertising Pompeian Olive Oil in your city."

EL PASO HERALD guarantees a net circulation of more than 16,000 copies daily. Every evening except Sunday. Rate 4 cents flat per agate line.

EL PASO HERALD
EL PASO, TEXAS

THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Cream of Wheat Sued by Atlantic & Pacific Tea Company

New Tactics Developing Among the
Opponents of Price-Maintenance
—Tendency to Invoke Anti-Trust
Laws Against Manufacturers—
Test Case Against Cudahy and
Welch Grape Juice Companies

SUIT has been brought in the United States District Court at New York, by the Great Atlantic & Pacific Tea Company, of Jersey City, against the Cream of Wheat Company, of Minneapolis, alleging violation of the Sherman and Clayton anti-trust laws. It is declared that in refusing to sell further supplies of Cream of Wheat to the complainant, because of price-cutting, the Cream of Wheat Company has substantially lessened competition, and attempted to build up a monopoly.

In the past, the title of "defendant" in cases involving the right to maintain prices has usually been applied to the price-cutter, the manufacturers taking the offensive in the endeavor to uphold the right to establish resale prices. Recent price-maintenance history seems to indicate, however, that the opponents of the doctrine are taking courage, and sundry manufacturers are finding themselves obliged to defend suits instead of prosecuting them. It appears that a number of jobbers and retailers have simultaneously discovered these provisions of the Sherman and Clayton Acts which are intended to discourage discrimination in favor of one customer as against another, and are bent upon testing their application to the doctrine of price-maintenance. No doubt the quite uniform failure of the manufacturers to base a system of price-maintenance upon patents, copyrights or implied contracts has been a source of encouragement.

In PRINTERS' INK for April 22, the suit of James O'Donnell against the Beech-Nut Packing Company was discussed at some length. O'Donnell is the Washington druggist who was defend-

ant in, the Sanatogen case before the Supreme Court of the United States, and is now suing the Beech Nut concern under the anti-trust acts for discrimination in refusing to sell him its brand of chewing-gum. He has brought a similar action against the Riker-Hegeman Corporation, in which he makes a like allegation with respect to Mary Garden Extract. Both these cases are pending in the Supreme Court of the District of Columbia.

It now transpires that hearings in the Cream of Wheat case have been held in New York for more than a month before a referee, to determine the proper Federal jurisdiction. The complaint was filed on April 3, at New York, and the papers were served upon Lamont. Corliss & Company, local distributors for the Cream of Wheat Company. Instead of filing an answer, the latter concern interposed a motion to dismiss on the ground of invalid service, and the hearings have been held to determine the technical status of the case.

DISCRIMINATION ALLEGED

The basis of the complaint is the same as that of the O'Donnell cases, namely, that the manufacturer has discriminated against the retail organization in refusing to sell it supplies of the product, and in attempting to prevent independent jobbers from doing so. The complainant declares that it operates 938 retail stores, of which the majority are "economy" stores, operated on a co-operative plan, with no deliveries, no credit, and each store in charge of one attendant only. This, according to the complaint, enables the company to conduct its business at a greatly reduced selling cost, and to earn a legitimate profit on goods which are sold at cut prices. In spite of the fact that the Cream of Wheat Company had been selling its products to the chain at the jobbers' price, it insisted upon a resale price of not less than 14 cents per package to the consumer, and when the price was cut to 12 cents the supply was cut off. Furthermore it is

Street & Finney

NEW YORK



F. ARTHUR JACOBSON

SEVENTEEN years' experience in practical art work — newspaper, magazine and agency — including five years as magazine art editor; plus a natural creative sense, enables us to express an individuality that stamps our art service as notably "different."

alleged that the Cream of Wheat Company sent a letter to jobbers instructing them to see that none of the product fell into the hands of the chain-store concern. This has resulted in cutting off the plaintiff's profitable business in supplying Cream of Wheat to the public, and, according to the complaint, tends "to lessen competition, and to create a monopoly in the supplying of Cream of Wheat to the public."

The refusal to do business with the Atlantic & Pacific Tea Company, it is declared, "was not and is not a selection by defendant of its customers on a bona fide transaction, but was and is being done solely for the purpose of maintaining defendant's said plan or system of sales, in restraint of trade."

SUIT FILING AGAINST OTHER MANUFACTURERS

The Cudahy Packing Company and the Welch Grape Juice Company are declared to be defendants in a case, not yet filed, but in active preparation, on behalf of Frey & Son, Inc., a Baltimore jobbing house. This suit, which, it is understood, is also based upon the anti-trust laws, partakes more of the nature of a test case, to settle once for all, if possible, the rights of manufacturers and distributors with regard to price-maintenance. Frey & Son declare themselves to be "thoroughly opposed to the policy of price-maintenance," but go on to say in a communication addressed to the *New York Journal of Commerce*:

"We have no quarrel with manufacturers who attempt to fix the resale price on their products, but, on the contrary, if the courts of law decide that they have the right to refuse to sell their products to the jobber who refuses to follow their policy, we will give them our cordial support and maintain their resale price. But we will then also insist that every jobber be compelled to live up to the agreements, and will do all in our power to bring to the attention of the manufacturers those jobbers who secretly violate their agreements."

Death of Charles F. Benjamin

Charles F. Benjamin died at his home in Washington, D. C., on May 6, aged 73 years. Mr. Benjamin was for years, up to the time of his death, a member of the Washington bar, and will be remembered by readers of *PRINTERS' INK* as the author of numerous articles in its columns. Of late years these contributions have dealt chiefly with subjects relating to trade-marks and patent rights in their legal aspects.

Mr. Benjamin was possessed of an unusually clear vision regarding the anticipated privileges which, it was held by many, would protect holders of patent rights against the working of the Sherman Act. The following is an excerpt of an article of his that appeared in *PRINTERS' INK* for August 18, 1910:

"Such manufacturers [who value their patents not so much because of the protection the latter afford along mechanical lines as along selling lines] may well ponder the following considerations:

"1. If they use their patent rights to effect a combination in restraint of interstate trade, they will be upset by the first persistent price-cutter that dares to see the matter through the courts upon that issue.

"2. If their patents are not unimpeachable 'along mechanical lines' they are a poor reliance for any purpose 'along selling lines' that may bring them into litigation.

"3. The grant of a patent being ordinarily the result of a mere administrative process, conducted *ex parte* between an applicant and a patent office examiner, the cherished monopoly is too often a tender hothouse plant that must succumb to the first chilly blast of a judicial investigation."

Since these statements appeared in print there have been numerous decisions in the Federal courts that bear out the assertions of Mr. Benjamin, thus indicating the strength of the position held by him even before cases under the Sherman Law had come to trial.

Mr. Benjamin served in the Civil War, and left the army to become confidential clerk of Edwin M. Stanton of the War Cabinet. He was in the Government civil service for years, and acted for a considerable period as special Washington correspondent of the *New York Herald*.

He is survived by four sons and one daughter. The eldest son is Charles L. Benjamin, the first editor of *PRINTERS' INK* and now of the Klau-Van Pietersom-Dunlap Agency of Milwaukee.

Electric Company in Civic Welfare Campaign

"Keep Chicago Clean" is the trade-mark slogan adopted by the Commonwealth Edison Company. The advertising copy is illustrated with a sketch of the Chicago "I Will" Girl in a Statue of Liberty pose holding up an electric light over the city of Chicago. The text is based on the subject "Smoke Is Waste." The slogan is lettered around the edge of the city of Chicago's circle trade-mark.

1845

THE

1915

70th Anniversary

NUMBER OF THE

SCIENTIFIC AMERICAN

JUNE 5th 1915

FEATURING

Seventy years of invention, decade by decade.

Great engineering achievements.

Generation and distribution of power (steam, gas and electric).

Communication (telegraph, telephone and wireless).

Story of artificial light.

Automatic labor-saving devices.

History of the automobile, and many others.

This remarkably interesting and historic number of the Scientific American offers a most unusual advertising opportunity in a medium of the highest type.

The number of copies circulated will be greatly in excess of the average issue.

ADVERTISING RATE

75c. PER LINE

FULL PAGE	800 lines
HALF PAGE	400 lines
QUARTER PAGE	200 lines
EIGHTH PAGE	100 lines

Dimensions of Page $14\frac{1}{4} \times 9\frac{1}{2}$ inches

Width of column, $2\frac{1}{4}$ inches—four columns to the page

Regular contract rates apply on space in this issue

Member Audit Bureau of Circulations

**Advertising Forms Close Tuesday,
May 25th, 1915**

MUNN & CO., Inc., Woolworth Bldg., NEW YORK, N. Y.
PEOPLE'S GAS BUILDING, CHICAGO

How American Chiclet Worked Out Zone Idea

(Continued from page 8)

newcomers in the gum field made an onslaught on a part of the Canadian territory. This new gum carried a premium, was heavily promoted, and swept all before it for a time. Nothing seemed to stem the tide.

And then suddenly the tide turned and receded as quickly as it had rolled in. Why? The Chiclet people figured it out afterwards and found the final explanation in the invading company's financial statement. It had dropped \$54,000 in its attempt to capture the Canadian market. All in a few months. Its heavy advertising, by premium, card and window, had certainly been effective! It had done its work and switched the demand for the minute. It had made people want to try the new gum.

It was not the fault of the advertising, probably, that the demand would not stick. It may have been the best gum in the world, judged by some other standard, but it did not satisfy the taste of the Canadians brought up on the American Chiclet product. The latter was a staple. It represented what they wanted, and after they had experimented for a while with the innovation, they went back to their staple.

THEREFORE TERRITORIAL TREATMENT

Mr. Rowley did not have this instance before him in the company's early days, but he had enough other experience along the same line to lead him to make up his mind that the situation called for territorial treatment.

The territories were assigned roughly. There were to be no hard-and-fast boundaries. Brands might overflow where they would naturally, but the organized promotion was to be along intensive and constructive lines within each territory. For that reason new brands were discouraged. Fighting of any kind was to stop.

Being at bottom an accountant, Mr. Rowley had started with a

study of functions and costs. He soon learned that factories in the East and North were shipping gum to the West at a freight expense of \$30,000 a year. He found that he could build a factory on the West coast at a less cost. He did it and afterwards repeated the programme in other sections. The saving from this source alone was considerable. If the company had not done it, it would be paying \$110,000 extra in freight costs to-day.

The experience suggested the next important step of developing territories by local factories, which policy rounded out the American Chiclet Company's conception of selling service. These factories aim to give the people of the section the gum they like, whether it is one of the important brands or one of the considerable number of small local brands. The factories become by this arrangement each the center of the intensive campaign. The effort begins at the factory and radiates out from it in widening circles.

It is the custom of most of the houses in the gum field to send their salesmen only to the jobbers and not to the retailers. They rely on their advertising to transfer the demand from consumer and dealer to jobber. But all leading companies employ missionaries or detail men who go from section to section, wherever they may be needed, to check competition, fill up the low spots, dress show-windows for the dealers, put up cards, transparencies and signs, and distribute samples at theatres, fairs, moving-picture shows, baseball games and in the street. The American Chiclet Company carries a large force of detail men and keeps them active. In addition it carries a force of sign-painters who travel from place to place, arranging for and putting up outdoor display.

APPROPRIATION NEARLY A MILLION

The company's advertising campaign, that now costs some \$750,000 a year, exclusive of the Sen-Sen and Chiclet \$150,000 appropriation, began with the use of drop-curtains in 1,000 theatres,

and, of course, the indispensable sampling and window display. The drop-curtain advertising was very satisfactory and Mr. Rowley continued it for some years.

More than two-thirds of the business was done during the winter season, and the advertising at first was confined to that period. After the business had been well organized, Mr. Rowley decided to make an attempt to develop the summer demand. He extended and multiplied the sampling and sales efforts to take in ball grounds, fair grounds, parks and other places of public amusement. And he began the poster advertising that is now the most important of the company's advertising activities. With this went, particularly in the South, a free use of paint on dead walls, gable ends and roofs. This was the most extensive gum campaign at the time it was inaugurated, and it was successful in giving the new company a big start. The company's sign-painters traveled from town

to town, consulting local dealers, making arrangements and painting the signs desired.

The company has not departed from this advertising policy except in one or two instances. In Canada it uses street cars. In New York City it uses twenty theatre programmes for Sen-Sen and Chiclets, and subway posters for Chiclets alone. Chiclets is a big-city proposition only. It is probably the biggest seller of any gum in New York City, over 109,000,000 pieces being used last year, or more than 2,000,000 a week.

The advertising was and is generally of the straight publicity kind. All of the big fundamental improvements in chewing-gum had been made before the consolidation and were common to the trade—all companies, that is to say, had gum of sweetened, flavored, peptonized chicle. Lacking exclusive talking points, the Chicle company did not try to strain at any, but contented itself with claiming pre-eminent quality.



The test that tells
how paper WEARS

PARSONS-

OLD HAMPDEN BOND

GOING back over our paper-making experience since 1853, we have gathered together in this little book—"How to Test Bond Papers"—a series of easily made tests that enable ANY man to judge paper quality ACCURATELY. The booklet is handy, well illustrated, and comes with test samples of *Parsons Old Hampden Bond* Free to paper buyers who will ask for it on the firm's stationery. Simply address

PARSONS PAPER COMPANY, HOLYOKE, MASS.
Ask your Printer about **PARSONS OLD HAMPDEN BOND**



The matter of talking points deserves a word. The extravagant claims made by some of the manufacturers for the gums containing pepsin brought complaints from the Government, but it was only with the utmost difficulty that they could be persuaded to stop claiming curative and preventive properties for the gum and content themselves with saying that it would aid digestion. As it now stands, the advertising dwells on health preservation, rather than disease-curing, when it finds it necessary to mention it.

NO SAMPLES TO DEALERS

Its sampling, as has been said, was all consumer sampling. It did not sample the retailer or make any special deals with him. There was no special occasion for doing so, from the fact that the company was not putting out new brands and did not need his special help.

The hundreds of millions of cards, signs, and transparencies which the company furnishes the dealer and puts up in his store, and the window-dressing co-operation it gives him, do, however, show the dealer that his importance is thoroughly appreciated.

Substitution and price-cutting are in the chewing-gum field, as in other fields, ever-present sources of trouble and a great deal of the time of the president of the American Chicle Company has gone into stopping local and jobbing price-wars. The truces seldom lasted for any length of time, however, and had to be patched up again and again.

Mr. Rowley, nevertheless, devoted himself to these matters with great assiduity and with as much success, perhaps, as was humanly possible to achieve, while it was safe to try to hold up prices. Since the Sanatogen and other decisions he has naturally relaxed his efforts along those lines very considerably, not without a good deal of satisfaction, inasmuch as he does not share the views of the majority of manufacturers regarding the dangers of price-cutting. So long as the dealers wanted price-maintenance he was

willing to fight for them, but his individual opinion is that the less interference with business there is on the part of government, the better.

"Suppose the manufacturers of machinery and flavors fixed their prices to us and we did not have the benefit of competition among them," he suggested. "Both we and the public might be very much worse off. Let all compete and the public get the benefit of it. It doesn't hurt us."

Competition of the price-cutting kind does not, of course, hurt the big house nearly so much as it does the little one. It may help it. Certainly the concern that has a favorite brand in every section of the country and possesses among its resources 3,000,000 acres of chicle-bearing trees in Mexico can stand a lot of punishment.

Advertising in a Motion Picture Drama

Something novel in the combination of motion-picture drama and advertising was staged at a Detroit theatre recently in a comedy entitled "Remodeled in Detroit." Advertising films are usually frankly such, but this one was a really laughable comedy with the advertising of local firms and products made quite natural and incidental. The play consisted of the "remodeling" of two young people who came to Detroit from rural places and got a city outfit of clothes and the like, achieving a transformation that made it almost impossible to recognize them when it was completed. In addition to the comedy there was an element of romance, so that the whole film was quite as attractive as is the average in matter of entertainment, while it had the additional interest of showing local scenes.

Southern Advertising Now Being Placed

Copy advertising the Lilliston Peanut Picker is being placed in farm papers of the South. The North Charleston Corporation and Richmond College are both advertising in magazines and Southern newspapers. All of these accounts are being handled by the Freeman Advertising Agency, Inc., of Richmond, Va.

A Headline to Whet Curiosity

"The only \$1,000 that no one can possibly earn," was the headline on "teaser" ads leading up to a big newspaper campaign on Valentine's "Valspar" varnish. The one thousand dollars is the posted reward the company offers to any one who can make Valspar Varnish turn white in water.



Robert Mears Jr.

widely known in the advertising world as an expert merchandising man and a versatile handler of copy and design has become Vice-President of THE MOORE PRESS, Inc. His uncommon experience, gained through many years of intimate contact with Manufacturers and Retailers of National prominence, is at the disposal of our old and new clients.

Mr. Mears will concentrate on developing a Direct-by-Mail Advertising Service.

THE MOORE PRESS INC

PRINTERS • LITHOGRAPHERS
30-38 FERRY ST. NEW YORK N.Y.

"If you value dealer support are you going to give the dealer the kind of advertising he wants?"

William A. Thomson Director of the A. N. P. A. Ad Bureau, Says:

"A general advertiser making women's clothing and selling it through one dealer in a city is now running his advertisement in four hundred newspapers."

"Another advertiser was induced to use about a dozen dailies last year; now he is using close to one thousand."

The place to make your trial campaigns is in the

Daily Newspapers of NEW ENGLAND

On Account Of

its people—prosperous and receptive to newspaper advertising.

its papers—go into about every home, and the people have faith in their home daily.

its territory—the greatest density of population, cities close together, making them easy to cover by salesmen.

These 12 can get you dealer-interest in their cities:

MERIDEN, CT., RECORD

Daily Circulation 7,000.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN

Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS

Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., ^{Union and Leader}

Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM

Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., ^{Standard and Mercury}

Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS

Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION

Daily Circulation 39,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE

Daily Circulation 24,626.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT

Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

Standard Goods to Boost Unbranded Variety

L. E. WATERMAN COMPANY
NEW YORK, April 23, 1915.
Editor of PRINTERS' INK:

I wonder if you have seen the attached letter, or any of its kind. This is somewhat along the lines of my recent article on Roger & Gallett. Note the third paragraph, in which Montgomery Ward & Company endeavor to create confidence by the use of well-known advertised trade-marks. Note that they establish their entire standard, apparently, by the use of these few trade-names, and in the very next paragraph they take a slam at the advertising expenditures which have been made to create the very standard for these same trade-marks that they are using to help them in their own business. Good logic?

L. E. WATERMAN COMPANY.
F. P. SEYMOUR.

The letter to which Mr. Seymour refers is sent out by Montgomery Ward & Company with their grocery list. The particular paragraphs to be noted are the following:

"You don't have to lower your standard of values when you buy from this book—you can continue using brands you know. Van Houten's Cocoa, Royal Baking Powder, Crystal Domino Sugar, Campbell's Soups, 20 Mule Team Borax and many other well-known brands are always in stock.

"You save more of course by using our brands of the same articles. There is no heavy advertising expense attached to them, and we guarantee the quality."

Company Buys Own Goods for Sampling

A new practice in sampling, probably arising from a desire to avoid ill will on the part of a dealer who might be averse to having a smoker obtain too much "free goods," has been adopted by the American Tobacco Company, New York City. In a recent "Omar" cigarette sampling campaign in Philadelphia the men of the American Tobacco Company crew were instructed to buy, for cash, in a dealer's store, whatever "Omar" cigarettes they needed for free distribution. The sampling was done in the store where the goods were bought, and the dealer made a sale as well as a "first impression" on the man who happened to come in and fall into the sampler's clutches.

Will They Pay One Dollar for Sample Package?

A "Get-Acquainted" package for one dollar is offered in the new magazine advertisements for Hormel's Dairy Brand sliced bacon put up by Geo. A. Hormel & Company, Austin, Minn. The "Get-Acquainted" package contains 50 strips of bacon delivered prepaid anywhere in the U. S. The ad contains a coupon to be used as an order blank with a space for signing the dealer's name.

PORTLAND

This is Maine's biggest city.
This is Maine's richest city.
This is Maine's 'jobbers' city.
This is Maine's finest city.

Summer and winter business is good here. The inrush of the thousands of summer visitors to cool and picturesque Portland causes this. The

EVENING EXPRESS

This is Portland's biggest daily.
This is Portland's only afternoon daily.
This is Portland's leading daily.
This is Portland's best daily.

The EXPRESS leads in everything — circulation, advertising and influence.

JULIUS MATHEWS, Representative



Three Color Cover Position Only \$75.00

Beginning with the July 1915 issue of Case and Comment advertisers are offered third or fourth cover positions in *three colors* at the low price of \$75 per insertion.

Send at once for sample copy of June Twenty-First Anniversary issue, showing new three color front cover. July forms close June 10th.

Published by

The Lawyers Co-operative Pub. Co.
Rochester, N. Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINLEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, MAY 13, 1915

Wasted Advertising Opportunities Thousands—probably millions—of dollars' worth of perfectly good advertising space is allowed to go to waste every year. If any one doubts it, let him, on the occasion of his next railway trip, count the number of factories seen from his car-window and note how large a percentage bear no sign at all to tell what is being manufactured there.

When the Loose-Wiles Biscuit Company put up its two-million-dollar factory in Long Island City recently, it topped it with an electric sign that can be read five miles away at night—"Loose-Wiles" on one side of the building, and "Sunshine Biscuits" on the other. Each letter is 30 feet high and 20 feet wide, and the whole sign is 591 feet long, the largest, it is said, in the world.

Figure what an enormous amount of publicity that is giving the company, and figure also what an enormous waste of advertising space there would have been had the company not risen to its opportunity!

To be sure, it would pay very

few factories to make so elaborate a show, but that is not the point. How many people going by the factory on the train or on the street may need its product—that is the question. It may not be a product for the ultimate consumer at all; it may be a technical product that enters into the manufacture of something else—but, still, there are engineers, contractors, architects, on the trains and in the street. Why take a chance of losing business?

Before advertisers began to find out how to give their packages advertising value by the use of color and design, there was a similar waste of space and opportunity that we now see was enormous. and still is, because the process of changing over is slow and those who are doing it are few. The biggest sacrifice in the whole list of opportunities is probably in the dealers' show-windows, which only the more progressive advertisers are turning to account.

The importance of the show-window has just received an unconventional tribute from an unexpected source. The *Public Ledger*, of Philadelphia, found a window in its building at Broad and Chestnut Streets going to waste. Instead of using it itself, however, it turned it over to its national advertisers, allowing them each the use of it for a week in connection with their local advertising and selling campaign, and booking them weeks ahead. As the corner is one of the busiest in the city and is passed by 250,000 people every day, that represents an appreciable service.

But the newspaper did not stop there. It proceeded to develop all the possibilities. It sought to make the window the center of a local display campaign to supplement the newspaper advertising. A young man from its advertising department is lining up the druggists and grocers in a pledge to display and push the advertised goods, and where the advertiser has not the means of obtaining this co-operation from the dealers directly, the paper is doing it for him.

It will be remembered that the *Washington Star* some time ago organized a large number of Washington retailers for the display of national brands. That was as far as it seemed safe at that time to go. Whether the *Ledger* has added fresh difficulties to the service problem, or on the other hand provided an important and significant form of co-operation which shall bind manufacturers, dealers and newspapers together more closely than hitherto and make the newspapers the natural intermediaries of the other two, it is too early to tell. It cannot be told without experiment. The organization of the window-display field must come. It has already begun in several directions. Possibly it is destined to be hastened by the action of the newspapers. The suggestion is interesting. But at all events, and that is the only point to be made at present, the *Ledger* has done something substantial for itself and for its advertisers in making use of advertising space in its windows that was previously going to waste.

Uncle Sam's Ready-Made Data for Advertisers Every once in a while we hear the complaint that advertisers do not avail themselves as they should of the publications which are issued from time to time by the various governmental departments at Washington. The Superintendent of Documents issues 38 separate price-lists, each covering a different group of subjects, and ranging from "food and diet" to "mines and mining." The separate documents are sold at prices ranging from a few cents to three or four dollars, and the Superintendent adds: "The foregoing by no means embrace all the subjects treated in public documents. If you fail to see here what you want, send your inquiries to the Superintendent of Documents, and they will be answered."

Here is a vast amount of data, on almost any conceivable subject, gathered from the four corners of

the earth, and available for a purely nominal fee—yet advertisers frequently spend time and money to gather the same facts, in less satisfactory form, for themselves. The complaint is well founded, owing to the fact that Uncle Sam is a very poor advertiser, and doesn't make the effort to reach the widest possible market for his wares. But the blame for neglected opportunities does not rest wholly upon the shoulders of advertisers. There are plenty of non-advertisers who do not know what certain Washington departments could tell them about their own businesses. If they did know, some of them would probably be advertisers.

For example, there is the recent bulletin of the Department of Agriculture on the value of cottonseed meal as a food for stock. Five times as many farmers as at present, says the Department, should be feeding cottonseed meal, especially in beef production. Instead of shipping some 400,000 tons a year to Europe, and using half the remainder as fertilizer, the cottonseed-crushers should be educating the farmer in the use of a highly important food product. Not only is the meal high in food value—a pound of it being usually equal to two pounds of corn—but it is low in cost. Linseed-oil meal, such as is widely used for feeding, has a slightly lower food value, and cost last winter \$10 per ton *more*. Cottonseed meal, instead of being dumped on the fields as fertilizer, ought to be traveling towards the dinner-table *via* the packing-house.

The bulletin is packed full of facts which are ready to the hand of any cottonseed-crusher who is ready to advertise for a better market for his by-product. Where are the advertisers? With the exception of a few live concerns, like the Southern Cotton Oil Company, for example, the interest in the subject seems to be largely confined to the publications in the meat-packing industry. The packers would like to see a big increase in the use of cottonseed, but they can hardly be expected to shoulder the burden of the

whole campaign. The field is a big one; two or three concerns cannot be expected to do all the work, and there is no danger of their getting all the business. The cottonseed-oil interests have associations at various places throughout the South, and some of them have, from time to time, threatened to inaugurate an advertising campaign. Now is a good time to make a beginning in real earnest. Uncle Sam has taken a lot of the preliminary work on his own broad shoulders.

The Significance of the Kellogg Case Advertisers and business men generally will watch with a good deal of interest the progress of the Government's anti-trust suit against the Kellogg Toasted Corn Flakes Company, in which the issue is at last joined by the filing of the Kellogg company's answer. As announced in *PRINTERS' INK* for April 22, a preliminary motion was decided in favor of the Government, which results in a substantial broadening of the claims made against the company.

The greatest significance of this Kellogg case to business men lies not so much in its bearing upon price-maintenance (though that is important, too) as in the fact that it demonstrates the Government's theory of the Sherman and Clayton acts as forbidding the attainment of conspicuous leadership in any line of business. The two sections which the court permitted the Government to add to its bill of complaint, and which were printed in our April 22 issue, only serve to make it clear that the issue in this case is not the company's system of resale-price protection so much as its commanding position in the trade. It looks very much as though Uncle Sam were seeking to penalize the Kellogg company for having built a more efficient, and consequently a larger, organization than its competitors.

That conclusion is only the more firmly established by a comparison of the Government's complaint in the Kellogg case with

its brief in the case against the International Harvester Company, now before the Supreme Court of the United States. In the latter document the Attorney-General makes almost no pretense of citing actual examples of misdoing on the part of the Harvester concern; instead he bases his chief claims upon the fact that the company is very large, that it is very efficiently organized, and that it might conceivably be made an instrument of oppression if its officers chose. It *might* be able to dictate prices, to crush competitors, and even control the press, and the Government wishes it put where those contingencies shall be not merely improbable, but impossible.

The decisions of the District Court in the case against the United Shoe Machinery Company, and of the Circuit Court in the National Cash Register case, seem to imply that the Government's interpretation of the anti-trust laws is not likely to be upheld at all points. Still it is fairly clear that such is the Government's interpretation, and those who wish to keep within the law and at the same time make the most of the possibilities of their business will watch these pending cases with interest—not to say with anxiety.

Tabloid Drama in Store Windows

The Spear Furniture Company, of Cincinnati, recently advertised a play called "At Home" in which Mr. and Mrs. Newlywed are the principal characters. The stage setting was a model apartment placed in the display windows. Each day a different play was acted. For instance, one day a newspaper advertisement announced that at a stated hour the Newlyweds' mother-in-law would arrive to inspect the home. The play was put on under the direction of the Cincinnati School of Expression, for the purpose of demonstrating in an attractive manner the ideal home apartment.

Canadian Agency Expands

The Advertising Service Company, Ltd., of Montreal, has opened a Toronto office in charge of Clarence T. Solomon, who has been made vice-president of the organization. Mr. Solomon has been for eight years manager of the Gagnier Advertising Service.

Perspective!

Is yours off?

Last year Printers' Ink figures credited our magazine with

9047 lines more

than the next outing, outdoor or sportsman's publication.

We lead now

See May figures in this issue, page 124.

In 1914 24 $\frac{3}{4}$ % of the advertising we carried appealed to our readers as *men* rather than specifically as sportsmen.

Let your opinion be influenced by facts.

**FIELD
AND
STREAM**

Member of the A. B. C.



WITH the desire to further increase the efficiency of service to our clients we have added to our organization

James Mackay

formerly head of the Special Service Department of the Dry Goods Economist.

Mr. Mackay's 12 years of experience in the successful advertising and selling of merchandise, sold through dry goods and department stores, should prove valuable to clients, old and new.

Lesan service is available to the right kind of advertisers offering the right kind of products.

H. E. LESAN ADVERTISING AGENCY, Inc.

440 Fourth Avenue, New York, N. Y.
375 Old Colony Building, Chicago, Ill.

MAY MAGAZINES


VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
MAY(Exclusive of publisher's own
advertising)

	Pages	Agate Lines
* McClure's Mag. (cols.)..	239	40,664
World's Work	124	27,818
Review of Reviews.....	107	23,968
Harper's Monthly	102	23,044
Cosmopolitan	96	21,410
Metropolitan (cols.)	120	20,465
Everybody's Magazine ..	79	17,810
Sunset Magazine	75	16,800
Hearst's Magazine (cols.)	91	15,570
American Mag. (cols.)..	95	13,693
Century	58	13,160
American Boy (cols.)....	63	12,628
Scribner's Magazine	54	12,096
Munsey's Magazine	51	11,508
Atlantic Monthly	39	8,764
Popular Mag. (2 issues)..	37	8,288
Current Opinion	58	8,183
Red Book	36	8,064
St. Nicholas	34	7,672
Boy's Magazine (cols.)...	42	7,567
Boy's Life (cols.).....	51	6,926
Wide World	30	6,832
Argosy	23	5,348
Bookman	23	5,348
Overland	22	4,900
Strand	17	3,976
Lippincott's Magazine ...	17	3,910
Ainslee's	17	3,808
Smart Set	16	3,640
Blue Book	15	3,360
Snappy Stories	14	3,112
Smith's Magazine	10	2,394

* New page size.

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publisher's own
advertising)

	Columns	Agate Lines
Vogue (2 issues)	504	80,236
Ladies' Home Journal.....	177	35,523
Harper's Bazar	180	30,377
Woman's Home Companion	120	23,893
Good Housekeeping Maga- zine (pages)	102	22,899
Pictorial Review	102	20,379
Delineator	98	19,782
Woman's Magazine	84	16,867
Designer	84	16,814
People's Home Journal....	65	12,954



← a gain of
\$ 7,945.00
over May, 1914

METROPOLITAN
J. MITCHEL THORSEN
ADVERTISING MANAGER

Ladies' World	64	12,800
McCall's Magazine	90	12,194
Modern Priscilla	64	10,813
Housewife	52	10,497
Holland's Magazine	49	9,652
Mother's Magazine	71	9,531
Woman's World	48	8,524
People's Popular Monthly..	44	8,464
Home Life	29	5,075
Needlecraft	10	2,058

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CAR-
RYING GENERAL AND
CLASS ADVERTISING**
(Exclusive of publisher's own
advertising)

	Pages	Agate Lines
Country Life in America (cols.)	222	37,296
Vanity Fair (cols.).....	224	35,363
System	132	29,558
Popular Mechanics	115	25,964
Field & Stream.....	73	16,492
*World's Advance	71	16,057
National Sportsman	63	14,224
House & Garden (cols.)..	92	13,090
Travel (cols.)	93	13,101
Countryside Mag. (cols.)..	76	12,920
House Beautiful (cols.)..	75	10,935
Outing	46	10,326
Physical Culture	45	9,689
Outer's Book	43	9,632
Forest & Stream (cols.)..	64	9,512
Outdoor Life	35	7,896
International Studio (cols.)	56	7,882
Garden Magazine	56	7,840
Recreation (cols.)	51	7,238
Craftsman	31	6,944
Arts & Decorations (cols.)	49	6,930
American Homes & Gar- dens (cols.)	40	6,706
Theatre (cols.)	39	6,552
Technical World	26	5,992
Extension Mag. (cols.)..	23	3,800

* Formerly Modern Mechanics.

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**
(Exclusive of publisher's own
advertising)

	Agate Columns Lines
*Canadian Courier	130 23,258
MacLean's	130 18,470
Canadian Mag. (pages)..	70 15,848
Canadian Home Journal..	66 13,300

* 4 April issues.

**VOLUME OF ADVERTISING IN
APRIL WEEKLIES**

(Exclusive of publisher's own
advertising)

	Agate Columns Lines
April 1-7	
Saturday Evening Post..	225 37,824
Town & Country.....	103 17,446
Collier's	70 13,853
Scientific American	60 11,840
Literary Digest	78 11,553
Life	76 10,795
Independent	60 8,521
Leslie's	35 6,886
Christian Herald	39 6,685
Churchman	27 4,236
Youth's Companion	19 3,843
Associated Sunday Mags.	19 3,482
Outlook (pages)	14 3,136
Judge	19 2,649
Illustrated Sunday Mag.	16 1,600
All-Story	5 1,246
Harper's Weekly	7 1,230

April 8-14

Saturday Evening Post..	164	31,584
Collier's	91	17,358
Literary Digest	111	16,896
Town & Country.....	83	14,043
Christian Herald	58	9,844
Leslie's	30	6,030
Independent	39	5,445
Life	37	5,239
Outlook (pages)	21	4,712
Youth's Companion	13	4,590
National Sunday Mag..	26	4,420
Scientific American	16	3,328
Associated Sunday Mags.	14	2,487
Churchman	13	2,210
Illustrated Sunday Mag.	10	1,920
Harper's Weekly	11	1,893
Judge	11	1,865
All-Story	7	1,596

April 15-21

Saturday Evening Post..	180	30,322
Literary Digest	120	18,987
Town & Country.....	89	14,583
Collier's	71	13,484
Christian Herald	35	5,792
Leslie's	28	5,675
Life	37	5,155
Independent	31	4,441
Scientific American	21	4,324
Outlook (pages)	18	4,004
Churchman	21	3,428
Associated Sunday Mags.	17	3,231
Youth's Companion	16	3,211
Judge	22	3,101
Illustrated Sunday Mag.	14	2,665
Harper's Weekly	11	1,807
All-Story	7	1,729

Increase in One Year

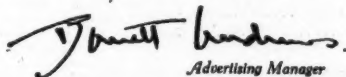
**From 15,000 to 20,000
And now 30,000, guaranteed**

THIS announces an increase in Vanity Fair's circulation guarantee from 20,000 to 30,000 copies a month, net paid. The advertising rate, effective July 1st, 1915, will be \$200 a page flat.

By taking prompt action, however, you may reserve the old rate, \$160 a page (less the present discounts for three and twelve page orders) for eight months to come, up to, and including the issue of February, 1916. You will save \$40 or more per page, by ordering space now and using some part of it in our issue of August, September, or October, 1915.

The growth in circulation has been spontaneous—having made no clubbing or combination offers, we know the new readers are people of the same wealthy and intelligent class for whom alone Vanity Fair is published.

If you have not already received a Reservation Blank—enabling you to secure the new 30,000 circulation at the old \$160 rate—we shall be glad to send you one on request.


Advertising Manager

VANITY FAIR

449 Fourth Ave.

New York

Your choice:—

Will you reserve now, and secure the present rate on a magazine which in one year has advanced from last place to second place in its class?

Or, will you decide later, and pay the new rate?

April 22-28

Saturday Evening Post..	165	27,812
Outlook (pages)	77	17,852
Literary Digest	107	15,731
Collier's	79	14,996
Christian Herald	58	9,837
Independent	59	8,267
Leslie's	34	7,090
National Sunday Mag... 27		4,630
Life	28	3,967
Scientific American	14	2,915
Youth's Companion	22	2,803
Judge	19	2,682
Illustrated Sunday Mag. 14		2,615
Churchman	12	2,036
Harper's Weekly	10	1,847
Associated Sunday Mag. 9		1,624
All-Story	5	1,344

April 29-31

Leslie's	30	6,160
Life	30	4,204
Youth's Companion	29	3,409

Totals for April

Saturday Evening Post.....	127,542
Literary Digest	62,667
Collier's	59,191
†Town & Country.....	46,072
*Leslie's	32,441
Christian Herald	32,158
*Life	29,360
Outlook	29,204
Independent	26,674
Scientific American	22,417
*Youth's Companion	17,856
Churchman	11,910
Associated Sunday Mag....	10,824
Judge	10,097
†National Sunday Mag.....	9,050
Illustrated Sunday Mag.....	8,800
Harper's Weekly	6,777
All-Story	5,915

‡ 3 issues per month.

† 2 issues.

* 5 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publisher's own advertising)

	Agate	Pages	Lines
1. Vogue (2 issues) (cols.)	504	80,236	
*2. McClure's Mag. (cols.)	239	40,664	
3. Country Life in America (cols.)	222	37,296	
4. Ladies' Home Journal (cols.)	177	35,523	
5. Vanity Fair (cols.)....	224	35,363	

6. Harper's Bazar (cols.)	180	30,377
7. System	132	29,558
8. World's Work	124	27,818
9. Popular Mechanics ...	115	25,964
10. Review of Reviews....	107	23,968
11. Woman's Home Companion (cols.)	120	23,893
12. Harper's Monthly	102	23,044
13. Good Housekeeping (Magazine	102	22,899
14. Cosmopolitan	96	21,410
15. Metropolitan (cols.) ..	120	20,465
16. Pictorial Review (cols.)	102	20,379
17. Delineator (cols.)	98	19,782
18. MacLean's (cols.)	130	18,470
19. Everybody's Mag.	79	17,810
20. Woman's Mag. (cols.) ..	84	16,867
21. Designer (cols.)	84	16,814
22. Sunset Magazine	75	16,800
23. Field & Stream.....	73	16,492
24. World's Advance	71	16,057
25. Canadian Magazine ...	70	15,848

* New page size.

The "Nerve to Hang On" in Advertising

In an address before the Cleveland Ad Club, on "The Executive's Attitude Toward Advertising," Walter H. Cottingham, president of the Sherwin-Williams Company, said:

"There are two things which an advertising executive must possess to a very marked degree,—courage and patience, and nerve enough to stick long enough to let the advertising have a chance.

"There are more men who attempt advertising that have courage than there are men who have nerve enough to hang on long enough for the advertising to get its results. I have always counted that as one of the advantages that the wise executive has,—if he possesses the nerve to stick long enough.

"I have seen hundreds of concerns following other successful concerns with similar methods, and quit too soon. The bills scare them, and they trip down and do not stick long enough to get the results. That is fortunate for us fellows who have that nerve to stick, because the other chaps who follow us in many a field and lack the nerve to stick long enough, drop out and their money is absolutely wasted.

"If a man has not got the nerve to hang long enough to make his first venture a success, he had better save his money rather than start the campaign at all."

Campaign for "Dulopake" Paint

The Becker-Moore Paint Company, of St. Louis, has started an advertising campaign on "Dulopake," an interior wall paint which can be washed like porcelain. It is claimed that it never cracks, peels, fades or rubs off.

What the Referendum Shows

The people of the West believe in the initiative and referendum—in the opportunity to express their individual views.

So we gave SUNSET MAGAZINE readers the chance to help us make SUNSET a better magazine by expressing their views on numerous problems that confronted us. And they sure did vote.

The response was surprising—hundreds of letters poured in to us with some invaluable suggestions. Some readers were enthusiastic in their praise—others saw some opportunity for improvement—all showed evidence of having given serious thought to the subjects discussed.

We tabulated and analyzed the vote and found these remarkable facts:—

1. That each copy of SUNSET is read by an average of 8.7 persons.
2. That each copy is read by an average of four women readers.
3. That 42.8% of SUNSET'S readers own automobiles.
4. That SUNSET is almost unanimously considered a fair and impartial expression of Pacific Coast ideas and ideals.
5. That the vast majority of SUNSET readers do not desire a change in its general features.

This referendum vote brought out many other surprising and remarkable facts. It is impossible to summarize them here, but every National Advertiser who really wants Pacific Coast business should send for the nearest SUNSET representative at once and have him submit a complete analysis of the vote.

SUNSET  MAGAZINE

WOODHEAD, FIELD AND COMPANY
SAN FRANCISCO

EASTERN REPRESENTATIVES:

NEW YORK.....William A. Wilson, 515 Candler Building
BOSTON.....Chas. Dorr, 6 Beacon Street
CHICAGO.....G. C. Patterson, 338 Marquette Building

Member Quoin Club and Audit Bureau of Circulations.

"PRINTERS' INK'S" FOUR-YEAR RECORD OF MAY ADVERTISING

	1915	1914	1913	1912	Total
Cosmopolitan	21,410	36,512	46,194	50,188	154,304
McClure's Magazine	40,664	20,757	23,615	28,314	113,350
Review of Reviews	23,968	26,614	30,254	30,016	110,852
Sunset Magazine	16,800	21,056	29,344	34,720	101,920
World's Work	27,818	24,485	28,695	25,669	101,667
Everybody's Magazine	17,810	23,902	25,234	28,048	94,994
Harper's Magazine	23,044	22,680	19,740	14,336	79,800
Munsey's Magazine	11,508	17,626	17,864	21,588	68,586
American Magazine	13,693	15,495	18,739	19,209	67,136
Scribner's Magazine	12,096	16,646	17,743	20,160	66,645
Hearst's Magazine	15,570	18,312	19,321	10,272	63,475
Metropolitan Magazine	20,465	20,335	14,430	7,354	62,584
Century Magazine	13,160	15,008	13,692	17,920	59,780
Current Opinion	8,183	12,550	11,573	11,816	44,131
American Boy	12,628	11,169	9,619	10,141	43,557
Atlantic Monthly	8,764	13,328	9,968	7,784	39,844
Red Book Magazine	8,064	8,232	8,960	11,536	36,792
Argosy	5,348	8,512	7,518	9,996	31,374
Boy's Magazine	7,567	7,116	6,797	6,133	27,613
Ainslee's Magazine	3,808	7,728	6,498	8,960	26,994
St. Nicholas	7,672	7,000	6,552	5,152	26,376
Lippincott's Magazine	3,910	5,432	6,216	9,632	25,190
	323,950	360,495	373,565	388,944	1,446,954

WOMEN'S MAGAZINES

Vogue (2 issues)	80,236	102,786	97,845	69,344	350,211
Ladies' Home Journal	35,523	32,899	32,500	30,416	131,334
Good Housekeeping Magazine	22,899	27,407	27,668	29,418	107,392
Woman's Home Companion	23,893	23,551	28,400	31,249	107,093
Delineator	19,782	22,200	22,285	25,823	90,090
Pictorial Review	20,379	20,800	19,600	18,350	79,129
Designer	16,814	16,654	18,728	22,601	74,797
Woman's Magazine	16,867	15,837	18,822	22,677	74,203
Harper's Bazar	30,377	21,178	3,711	5,431	60,697
Ladies' World	12,800	13,900	17,600	15,800	60,100
McCall's Magazine	12,194	14,775	15,742	14,950	57,661
Modern Priscilla	10,313	12,892	14,784	14,556	53,045
People's Home Journal	12,954	14,114	12,716	9,382	49,166
Mother's Magazine	9,581	13,652	11,862	11,840	46,885
Housewife	10,497	11,983	10,500	8,300	41,280
Woman's World	8,524	9,876	10,056	11,003	39,458
	344,083	374,503	362,825	341,130	1,422,541

CLASS MAGAZINES

Country Life in America	37,296	43,243	44,268	*44,702	174,509
System	29,558	27,304	30,256	35,672	123,290
Popular Mechanics	25,964	30,912	28,896	26,544	112,316
Vanity Fair	35,363	37,947	18,453	18,389	110,152
The Countryside Magazine	12,920	14,860	17,510	21,478	66,768
Field & Stream	16,492	18,375	15,064	15,526	65,457
World's Advance	16,057	18,998	13,076	13,888	62,019
Outing	10,326	14,798	16,632	18,732	60,488
House & Garden	13,090	14,900	16,460	15,644	60,094
House Beautiful	10,935	14,819	15,400	18,082	59,236
Travel	13,101	9,300	13,770	11,940	48,111
Garden Magazine	7,840	11,207	12,439	11,060	42,546
International Studio	7,882	8,400	11,655	11,270	39,207
Physical Culture	9,689	9,897	9,895	9,184	38,665
Theatre Magazine	6,552	9,704	8,666	9,638	34,560
* 2 issues.	253,065	290,164	272,440	281,749	1,097,418

WEEKLIES (APRIL)

Saturday Evening Post	127,542	128,508	121,860	116,636	494,546
Town & Country	146,072	61,344	95,632	88,204	291,252
Literary Digest	62,667	67,377	54,505	55,067	239,616
Collier's	59,191	51,720	63,218	57,820	231,949
Outlook	29,204	33,910	36,494	41,568	141,176
Life	129,360	132,724	35,025	39,968	137,077
Christian Herald	32,158	129,468	125,834	24,436	111,896
Leslie's	132,441	124,108	20,256	26,942	103,747
Scientific American	22,417	21,302	20,135	21,900	85,844
	441,052	450,461	472,959	472,631	1,837,103

Grand Total.....1,362,150 1,475,623 1,481,789 1,484,454 5,804,016

‡ 3 issues. † 5 issues.



WHEN you think of a classified advertising department in any magazine, you think of Vogue. You have noticed the growth of Vogue's classified department—while others have lagged far behind it. Here is the reason:



6. Classified Advertising

Great things grow from small. The classified advertiser of to-day, making his first tiny ripple on the sea of publicity, is capable of growing into the full-page advertiser of to-morrow.

Vogue has been carrying classified advertising for 23 years. At the very outset, back in 1892, we closed Vogue's doors to every small shop that did not want to grow into a large "Fifth Avenue" shop. On the other hand, we have encouraged the advertising of every small enterprise appealing only to women of wealth and social position.

In other words, we have taught high-class shops to regard Vogue's classified directory as a short-cut to a permanent lease on Fifth Avenue.

To many of them it has been just that. In Vogue we have repeatedly told the stories of small shops that Vogue has helped to become large and fashionable shops. For instance, classified advertising in Vogue, leading up by degrees to display advertising—

- has carried A. W. Maurice from 24 West 33d Street to 398 Fifth Avenue, opposite Tiffany;
- has carried Mme. Homer, dressmaker, from a small flat west of Sixth Avenue to a building of her own on 37th Street, four doors from Fifth Avenue;
- has paid the Far Eastern Shops \$3,020.16 on a \$70 investment in Vogue, besides opening up agencies for them all over America.

We would like to send you a dozen or so of these stories, in full detail. Meanwhile, don't you agree that the example of these small but growing shops is valuable to every advertiser who wants to find a medium that reaches women of large means; that is studied by them from cover to cover; and that pays as well in proportion on a small investment as on the largest expenditure in display and color space?

Samuel Anderson

Advertising Manager
443 Fourth Avenue, New York

Four Years' Record of the Shoppers' and Buyers' Guide of Vogue
1911, 2,708 cards 1912, 4,414 cards 1913, 7,502 cards 1914, 9,350 cards

The rate for classified is higher than the rate for display. The classified rate is now .80 per agate line; the display rate, on a full page contract, is .63 per line. Out of Vogue's total of 80,236 lines for May (see opposite page) 3,705 lines are from classified advertisers.

The Little Schoolmaster's Classroom

THIS is a day of restless, relentless, untiring search for "something new."

And the great national advertiser is along in the front of the procession. If there are two overused words just now, as applied to advertising, they are "something new." One season's campaign is scarcely launched before there is a nervous bustle and hustle for the *next* "stunt." There appears to be a pretty firmly established conviction that the twentieth century *demands* ever-changing panoramas. It soon wearies of sameness. It is fickle to the set and the stationary.

This insistent cry for innovations applies particularly to the illustrations for advertisements. The physical appearance of campaigns must be individual, unique, even bizarre—anything to escape "that which has gone before."

* * *

There is no question that certain products should be presented in ever-changing guise. There are many, many advertisements and many, many advertising pages, and the fellow who raises the biggest rumpus is sure to cash in on his harlequinry. A heavy percentage of people prefer Irish stew to mutton. Silly and irrelevant things have their deadly number of adherents. Year in and year out Walt Mason is more popular and has a stupendously larger following than Henry James.

It is, therefore, manifestly unfair to criticize our advertiser's way of doing things. He comes pretty near to finding out what is best and most profitable for him to do. And, after all, you can't shrewdly and wisely carp at a man because he happens to enjoy ragtime more than he does Beethoven. It's a free country. There is nothing more exasperating than to have some self-appointed critic hammer this or that unconventional campaign because he doesn't happen to admire that sort of advertising.

There is nothing easier under the July sun than to sit back and pick flaws in something that is finished and in the forms.

* * *

Some advertisers have discovered that in their own specific fields it is unwise to fly too far in the face of convention. They contend that there is a certain fine, clean standard to attain and that "novelty" counts less than "sanity."

Even the casual observer must see, year after year, that each Ivory Soap advertisement is a well-nigh ideal product in itself. Perhaps one reason for this is the time devoted to them. Ivory Soap designs and plates and copy are never "jammed through." Sometimes six months are required to perfect one piece of copy. Drawings have been redrawn or repainted three and four times to reach a certain degree of excellence. There is precious little "on the spur of the moment" subterfuge about it. Time is taken to "do the job right."

And by no stretch of the imagination could an Ivory Soap advertisement be termed "radical." They strive only for efficient conservatism.

* * *

The Schoolmaster heard a member of the Aldine Club draw an exceedingly apt parallel the other day. Conversation had drifted to the "stunt" ad vs. the "conservative" ad. There was spirited argument for and against.

"On the Avenue," declared this critic, "you will see two classes of women and both classes attract favorable attention. One dresses always in the very latest that the shops afford—innovations, novelties, the most modern models. Her shoes are a peculiar tan and lace in the back, her odd little military hat is touched off with a vermilion cockade. Her dress causes every head to turn. With it all she is pretty.

"The other is prone to adopt

very simple tailor-mades. Her gowns are cut with a minimum of frills. Bits of ribbon and geegaws and velvet roses are not tucked on shoulder or at corsage. Quiet, simple, dignified—these three elements obtain. But the materials are invariably of the best. Quality is evident at a glance. You know, intuitively, that this is a lady and that she is wearing the best."

The Aldine gentleman insists

that these same points should hold good with advertising.

* * *

In the light of practical experience, we must concede that the proposition is flexible. The Ivory Soap methods might not work so well for "Tiz." Our mutual friend, Mr. Kennedy, would waste his analytical talents on Barnum and Bailey's Circus. Nor would that soda-fountain Napoleon, Josh Slinger, work out well as a



Let the Weather Advertise You

Write for catalogue illustrating and pricing many styles and sizes of Wood, Metal and Card Thermometers.

Taylor Brothers Company,
Div. Taylor Instrument Companies
Rochester, N. Y.
Where the Thermometers Come From

Your Advertisement on a Taylor Thermometer

is the best "Dealer Help" advertising you can buy. It never goes into the waste basket. It carries your message to every person passing your customers' stores.



Two Salesmen Wanted

for ELECTRIC SIGNS and
GENERAL SIGN WORK.

Active leads and
prospects furnished
by us.

Experience required.

ARGUS SIGN COMPANY

15th and Garden Sts.

Hoboken, N. J.

TELEPHONE, 1492 HOBOKEN

Il Progresso Italo Americano leads all Italian newspapers with a daily

Circulation of 98,425

which is 46,879 copies more than its nearest competitor in accordance with the Post-Office statements of April 1st.

The editorial policy of Il Progresso Italo Americano is so well planned that the advertiser buys 100% influence, as the paper is read even more thoroughly than its English contemporaries.

Advertise to the Italian in his mother tongue and the response will justify the investment as the Italian believes in his paper.



42 Elm St., New York City



This Police Can't Be Bribed

HERE is a non-climbable, indestructible fence. It is a perpetual day-and-night police for your property. Posts are set in concrete. Will not get out of line. Chain link mesh is of special weave. Top overhang wires are barbed. Entire fence heavily galvanized. Costs surprisingly little more than short-lived wooden fences.

Send for catalog.

**ENTERPRISE
IRON WORKS**

2428 Yandes St., Indianapolis, Ind.

trade-mark figure for Gorham.

There was a time, and not so long ago, either, when the competition was less strenuous. There were a few popular magazines only, the weeklies were rare indeed and display advertising, all plumed out in costly art work, was not an everyday occurrence. And in like ratio a limited number of accounts were developed. The growth of pretentious publicity has been speedy. Where but a little while ago, one soap, or one carpet-sweeper or one corset was advertised to a pretentious degree, now there are twenty soaps and a lusty family of sweepers and enough corsets to set Milady's head in a pinwheel flurry.

It is only natural, therefore, that the advertiser should ask a very pointed question early in the "game":

"Will my advertising be distinctive?"

He is aggressively anxious to have every line of it individual. Otherwise a distressing proportion of the good thereof might go to a competitor who had been before the public these many moons past.

This has brought about a really startling state of affairs—a sort of desperate, savage, impatient and quite often irrational fight for "stunts." Cases might be cited where accounts were "landed," not because one sales plan was better than another—not because one agency had outstripped all comers in getting down to the bed-rock, commercial market facts, but, regrettable to state—because somebody or other happened to select a novel Ben Day, or because strings had been pulled to secure the exclusive services of C. Montmercy Squish, the famous illustrator.

(* * *)

If "Art" and "Display" and the "Appeal to the Eye" were *all*, this might pass muster, but we must take the firm stand that a pen-and-ink border, and a very attractive oil painting and a chunk of cleverly written text are merely *incidental* to the greater duties of the agency.

This is a story all in itself, but in passing the Schoolmaster wishes

to remark that the silent, unseen, unheralded, unglorified work is the better and bigger part of agency service—the millions of *little* things that are done—the patient investigations that take men into small towns and small stores—the constructive criticisms—the layout of a new label here, or a better merchandising scheme there—the long conferences and the bulldog determination to find *some* way to make miles of stupid little dealers respond.

People are born intuitively curious. They never quite grow up. Therefore the “stunt”—the campaign with a “punch” in it—the “scheme for a series.”

* * *

The basis of all solid, reliable, lasting and worth-while trade is “Confidence.” When people “believe in” and “trust,” they buy. Silly, stupid and inconsequential schemes do *not* inspire confidence. They will never sell goods permanently.

There is unconscious humor in that first serious conclave, when the destiny of a campaign is being mapped out. Suppose we put it in scenario form and make a swift panoramic movie of it:

SCENE:—Any big gloomy room, with a long table and many chairs, that is usually shunned.

TIME:—Oh, about 11:18 a. m.

Characters:—

Chief of Copy
Art Manager
Copy Writer
The Advertiser

(The Chief of Copy is discovered standing at the head of aforementioned table. “Props” consist of box of sinister black cigars, plenty of smoke and a dim, indistinct, impressive light.)

Chief of Copy (coughing):—“One of our first considerations, I have to suggest, is the planning of an entirely original art treatment. We would appreciate hearing Mr. Dumfiddle’s opinion in this regard.”

Advertiser (a bit nervously, rising):—“I was about to suggest that this was a highly important feature and I read with interest your memoranda on the subject. Now the Binks, Blank and Bumble

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

LIFE INSURANCE. In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21%, for another 40%, giving superior contracts in each case.

J. A. STEELE, 170 Broadway, NEW YORK



There is absolutely **NO CLASS** of trade or profession, that **SOME** kind of an **ADVERTISING RULER** will not **REACH** and **STAY WITH**. We make them all—Let us show you. Write to Dept. 3.

A Small Increase in Circulation would not interest you.

But!

I increased the circulation of one publication 100% in less than a year and used no premium of any kind.

Let me talk to you about your circulation. I will give you my candid opinion as to its possibilities free.

For appointment address “C. F.” Box 283, care of PRINTERS' INK.

No Agricultural List is Complete Without

UP-TO-DATE FARMING

“The Farm Paper With a Mission”

200,000 copies twice a month

—Pays Farmers Who Read It—

So, Pays Advertisers Who Use It

Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York (Member A. B. C.) Chicago

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

We Want a Man Who Knows

How to Write Sales Literature

How to Build it

How to Sell it

Of course we have some definite plans of our own, but we want the man who can add his experience and resourcefulness to ours. We have the plant to back him up.

Communications held inviolate.

H. A. Blodgett, President
Brown, Treacy & Sperry Co.
St. Paul, Minn.

PORTO RICO and LATIN-AMERICA MAILING LISTS

A TRADE DISCOVERY!!! It pays to use them freely. Here is what one of our customers says: "Mailed fifty letters to Porto Rico and got 45 replies, of which 37 resulted in sales. Mailed one hundred same letters to prospects here in the U.S. and received about 13 replies and No sale!!! You have a *TRADE DISCOVERY*, indeed." Ask for particulars and our list containing hundreds of different classifications of Porto Rico and Latin-American mailing lists. Specify your wants, please.

THE MAIL ORDER CO.
Box 14815, San German, Porto Rico
Reference: Bank de Economias,
San German.

"Would not think of doing
without
PRINTERS' INK"

MR. H. J. WEBER,
Sales Mgr.
MALTO-BRAU CO.

Company are using photographs to splendid effect. Couldn't we do something of *that* character?"

Chief of Copy:—"I'm inclined to think we need a scheme of a more radical type."

Copy Writer:—"I was about to suggest simple Ben Day borders, allowing at least nine-tenths of the total space for text."

The Art Manager:—"Individuality is impossible in a photograph."

(All puff on cigars in silence for a thoughtful minute.)

Chief of Copy:—"Gentlemen—I think I've got it—never been done before—make a stunning series—every illustration a look-down view—as if from a balloon—vanishing point in center of drawing. In small text beneath each, a line, er—something like this: — er — '*Our Aeroplanics*.' Number One—then Number Two—etc., etc."

Advertiser (puzzled and not quite clear on the subject):—"Yes—that sounds good!"

Copy Writer:—"An unusual and striking idea."

Art Manager:—"I can give you a rip-snorting series on that."

(Business of lighting fresh cigars and deep thinking.)

Advertiser (after a pause):—"But how can one link it up with the business?"

Chorus:—"That'll be easy!"

Chief of Copy (reaching for hat and slapping advertiser on back):—"You must come out to lunch with me to-day."

(CURTAIN)

All of which is presented in the spirit of Burlesque, but contains a stray gleam of truth nevertheless.

It is not for any mortal man to decide in advance whether *this* plan or *that* piece of copy will "do the business." All of 'em help, quite often the harlequin's wand does wonders and the "ad" we thought the weakest "pulls the most replies."

Still—that Fifth Avenue simile is not easily forgotten—if it's true that "clothes make the man" some advertising campaigns are strutting about in some mighty doubtful duds.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ADVERTISING SERVICE

LETTERS and Ads written to accomplish your purpose. Free criticism of your present Ad matter will show my grasp of your individual problem.
E. M. DUNBAR, 20 Rowan St. BOSTON

ARTISTS

Use **BRADLEY CUTS**

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade tickers. Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN
COMMERCIAL ARTIST
154 WEST 108 ST. CITY
NEW YORK CITY

COPIRAYS
ARE ABSOLUTE
TRADE-MARKS
SKETCHES
ON
APPROVAL

ENGRAVING

PHOTO-ENGRAVERS

One or More Colors
for Catalogues, Advertisements
or any other purposes

GATCHEL & MANNING
SIXTH and CHESTNUT STREETS
PHILADELPHIA

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

MECHANICAL DEVICES, 140 complete with motors and electrical equipment each in a mahogany case and packing case, adaptable for any advertising display purpose, cost \$25 each. Send offer to Dolan, Morson & Stebbins, 519 Tremont Building, Boston, Massachusetts.

HELP WANTED

EXPERIENCED ADVERTISING AGENCY MAN WANTED

by an established and growing recognized agency. Must be well-seasoned, capable of planning and directing execution of good sized campaigns; absolutely dependable and reliable; not afraid of good hard work. Good opportunity to become part owner; no money investment required.

Address Box 876, care of
Printers' Ink.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a means of getting in touch with "live" prospects. Advertisements in this department cost 40c per line, figuring 5 words to a line and 12 lines to the inch. No smaller copy than five lines, costing \$2.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

MULTIGRAPHING

Elite Letter Co., Producers of Perfect facsimile Letters, addressing by hand, and machine mailing. 41 West 33rd St.

POSITIONS WANTED

I want a start in advertising. Have had eight years experience in both the manufacturing and selling of clothing. Student of advertising. Good assistant to busy advertising man. Box 875, care of Printers' Ink.

Advertising and Sales Manager. Unusually wide experience agency and manufacturing work. An expert on booklets, magazine copy, and mail order campaigns. Familiar with foreign trade. Highest references. Box 857, W. Park, O.

AM A BORN ADVERTISING MAN

Neither a school nor a casualty brought me into this line. Spanish and German perfectly, 24, single, 9 years business experience. If you want an idea-man write, Box 878, care of Printers' Ink.

Are You in Need of Young Man with Following Capabilities?

Writes stimulating sales letters, advertising that pulls inquiries and mail-order follow-up that close orders. Has had considerable theatrical and commercial advertising training. Well balanced office executive. College education. Box 877, c/o P. I.

Desire connection with N. Y. City publisher, manufacturer or agency. Now in charge of Adv. Dept. large technical publishing business; good correspondent; copy writer; layout and make-up; practical printer. Box 889, c/o P. I.

In the Advertising Department of a Progressive Publisher,

a progressive young advertising man with the initiative and zeal to push his assignments to a successful conclusion, wants connection.

He is a college man of 28, and this is his record: now, and for the past four years, in charge of advertising and correspondence for one of the oldest exporting houses of its kind in New York; previously, assistant to the advertising manager of a leading Metropolitan daily, and prior to that association, for three years on the reportorial staff of several live southern newspapers.

ONLY because anxious to re-enter the publishing field is such connection sought. May I hear from you? Box 890, c/o Printers' Ink.

EXPERIENCED MAN SEEKS OPPORTUNITY

A successful advertising and sales manager, now engaged, but unable to employ himself fully because of the war, seeks new engagement, preferably for part time. Has directed the expenditure of many hundreds of thousands of dollars in local and national marketing campaigns for various foreign and domestic branded specialties. Has made practical use of nearly every legitimate advertising device employed during the last ten years. Can present exceptional references as to character, integrity, ability and tact from past employers and associates. Box 891, c/o P. I.

PUBLISHING BUSINESS OPPORTUNITIES

One-half interest in a trade publishing business valued at \$65,000 can be bought by the right man. The ability to manage the office, as well as to solicit advertising is necessary. Harris-Dibble Company, 171 Madison Ave., N. Y.

STANDARD BOOKLETS


Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead'g want ad. med. of State. 1c. a wd. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd., 7 times 4c.

The Baltimors, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Advs. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Evn'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.

ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy. 2c.; Sun., 17,188, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,799; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,785. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Louisville, Ky., Courier-Journal. Average 1914, daily, 32,395.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebec Journal, dy. av. 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For April, 1915, 81,409 daily; 67,935 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©©) Boston's tea table paper. Largest amount of eve. adv'tg.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 124,666. Actual average for 1914, 115,291.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the Printers' Ink Publishing Co. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and N'th'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liech. Actual average for 1914, 23,017.

Benjamin & Kentnor, 325 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer, Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342.

For April, 1915, 131,939 daily; Sun., 165,511.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year.

Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.



Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 23,663 av., April, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Wilkes-Barre, Pa., Times-Leader, eve. ex. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Newport, R. I.—Daily News, eve., 66th year. Covers field. Circulation for 1914, 4,845.



Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 ave. net paid for '14.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. April, 1915, average, 5,940.

Tacoma, Wash., Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, Wash., News. Average for year 1913, 20,510.

Janesville, Wis., Gazette. Daily average, 1914, daily 7,129. March average, 7,549.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., Ev'g Transcript (©©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The house paper that deserves first consideration when advertising appropriations are being made.



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Making a Business Grow

depends entirely on making increased sales and making those increased sales **at small selling cost**. If you can devise a way to capture the trade of a rich territory, or greatly increase your sales in a rich territory, with **small selling expense**, you will solve the whole problem.

As the result of more than two years of hard work, studying, comparing, analyzing and investigating, *The Chicago Tribune's Advertising Promotion Department* has unearthed facts and compiled data by the use of which any manufacturer of a meritorious product **can** increase his sales in the Chicago Territory and do it at a **minimum expense**. By the use of the facts and data it **has already** piloted many manufacturers through remarkably successful sales campaigns. It will be glad to lay this data before you, if you are interested. In writing please state the name and character of your product.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco